

Air Conditioning & Refrigeration News

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Utilities Cannot Capitalize Cost of Range Wiring

Massachusetts Decision Says Charges Must Be Made In Merchandising

BOSTON—In a unanimous decision, the State Public Utilities Commission July 7 refused permission to the Brockton Edison Co. to include in its capitalization the cost of installing heavy duty wires for electric ranges in customers' homes.

The decision is regarded as important in preventing possible substantial increases in the capitalization of electric light companies on which their rates are based over a period of years.

The Brockton company was not allowed to add \$350,000 to its capitalization which it estimated it had expended in the last nine years installing the heavy duty wiring for electric ranges. Sums so expended the commission ruled, must be included in the merchandising cost of the ranges.

The company claimed that the ordinary two-wire service originally intended for lighting purposes is inadequate for the increased load required to service an electric range.

Milwaukee Contract Provides Extra Pay For Evening Work

MILWAUKEE—A number of new clauses are contained in the recently signed contracts between Milwaukee furniture and appliance dealers with Local 1343 of the Household Furniture & Appliance Sales & Service Men's Union.

The agreement with the 55 local furniture stores remains in effect until Aug. 1, 1940, while that with the appliance dealers expires next July 1. In each case, the agreement provides that the contract shall continue from year to year beyond the respective expiration dates, unless either party gives notice in writing to the other at least 30 days prior to the expiration date, stating the article or articles which he desires to have amended or changed.

Another new clause in both contracts provides that "if at any time

Ruegg Supply Buys Out Omaha Jobbing Firm

OMAHA, Neb.—Ruegg Refrigeration Supply of Lincoln, Neb., refrigeration parts and supply jobbing firm, has purchased the stock and fixtures of the United Supply Co., 207 N. 16th St., Omaha, Neb., and will continue the business at the same location under the trade name of Ruegg Refrigeration Supply.

The purchaser has agreed to pay 70 cents on the dollar for all merchandise, including parts, etc. Accounts receivable are being retained and collected for the benefit of creditors.

In a statement issued by Waldron & Newkirk, attorneys acting for the United Supply Co., the following notice was given to the creditors of the Omaha concern:

"United Supply Co., in order to save creditors expense of bankruptcy, will deliver to creditors all proceeds from sale of fixtures and merchandise, and also all accounts receivable or collections thereon, deducting only actual expense of making the sale."

Appointments & Elections

McPhail Named 'Par' Firm Chief Engineer

DEFIANCE, Ohio—H. R. McPhail has been appointed chief engineer of Modern Equipment Corp., manufacturer of "Par" condensing units.

Mr. McPhail will be in charge of engineering and inspection. A veteran commercial refrigeration engineer, Mr. McPhail had been with Norge division of Borg-Warner Corp. for the past six years, four years as chief engineer of the commercial refrigeration department. Prior to this he was for three years assistant chief engineer of Copeland, and had spent some eight years in the engineering departments of Frigidaire, Nizer, and Kelvinator.

Refrigeration business of Modern Equipment Corp. for the first six months of 1939 was 41% ahead of the like period of 1938, and has necessitated increased personnel and production facilities, declared M. H. Pendergast, vice president and general manager of the company, in announcing Mr. McPhail's appointment.

Hathaway To Take Territory For Bush

HARTFORD, Conn.—B. G. Hathaway has been appointed sales representative for Bush Mfg. Co., manufacturer of refrigeration coils, for the territory comprised of southern New Jersey, eastern Pennsylvania, Maryland, Delaware, and Washington, D. C.

He will make his headquarters at 6868 N. 20th St., Philadelphia.

Mr. Hathaway has had considerable industry experience in both engineering and sales problems. He has served in various field capacities with the following companies: C. G. Hussey & Co., Paramount Electrical Supply Co., Refrigeration Appliances, Inc., and Dole Refrigeration Co.

Hughes President of James & Co., St. Louis

ST. LOUIS—Robert L. Hughes, former vice president of James & Co., General Electric distributor here, has been named president of the company, succeeding L. D. James, founder of the company, who died last month.

William Schaettler has been named treasurer and Albert E. Bruce, secretary.

Mr. Hughes has been associated with the company since 1929. He was in charge of wholesale sales to dealers and utilities in outstate Missouri and Illinois territories.

Mr. Hughes was graduated from Georgia Tech and worked for the Otis Elevator Co. and Standard Oil Co. until 1917, when he went to the General Electric Co. to serve in various engineering and sales capacities.

Cleveland Appliance Men Elect Salsburg

CLEVELAND—Adolph L. Salsburg, formerly assistant secretary of the Retail Merchants Board of Cleveland and the Cleveland Retail Credit Men's Association, has been appointed executive manager of the Cleveland Appliance Association to succeed George W. Walker, who resigned recently to return to the wholesale appliance field.

Mr. Salsburg has had a wide background of experience as a public relations and trade activities counsel,

'Annexes' Enable Department Stores To Sell at Night & Handle Used Boxes

By Robert Price

GRAND RAPIDS, Mich.—An across-the-street appliance store is the paying "twin brother" of the appliance department of Herpolsheimer's store here, and salesmen working on a sales relay between the two stores can cash in on the advantages of a big department store and a specialty shop.

Opened a few years ago to catch some of the street traffic on electrical appliances and as a display supplement to the fourth-floor appliance department, the store proved to have many good points.

It offers to the many prospects who consider appliances as "specialty" items to be purchased in a specialty store such a place backed by the reputation and service of the main store. The store being separated from the other departments can carry on its own merchandising and sales ideas with greater freedom.

The ground floor location of the appliance annex is the answer to the objections of many who cited inconvenient locations as a deterrent to appliance shopping. Nevertheless, shoppers in other departments of the main store may satisfy their appliance wants right there. Spot displays in various departments direct them to the appliance section.

Full displays are maintained in the main store and in the neighboring annex. The sales force divides its time between sessions in each of the appliance centers and in outside selling activities. A two-way inter-store communication system facilitates contact between the two stores.

(Concluded on Page 4, Column 1)

Bradfield & Boydston Buy Coil Company

CHICAGO—Wm. W. Bradfield and T. Walter Boydston, both former executives of Peerless of America, Inc., have purchased the capital stock of Manufacturer's Fin Coil Co., 2505 S. Pulaski Road, Chicago. This firm will continue to manufacture and market a complete line of refrigeration low sides.

Mr. Bradfield is now president of the Manufacturer's organization, Mr. Boydston is vice president and treasurer, and George L. Tenney is secretary.

Products of the company are as follows: fin coils for counter, walk-in, and reach-in cooler use; normal convection, down-draft coil and pan combinations; forced convection units of both suspended and wall types; and ice cube makers of both finned and finless types.

Both Mr. Bradfield and Mr. Boydston severed their connections with the Peerless organization about May 1. Both had been Peerless employees for some time, Mr. Bradfield since 1919.

Murray Corp. Designs 'Overfeed' Stoker

DETROIT—Murray Corp. of American, manufacturer of automobile bodies, has entered into the manufacture and sale of a new type coal stoker.

Designed on a principle similar to "overfeed" type industrial stokers, the Murray electric stoker burns coke, hard coal, or soft coal. The chassis is considerably lighter than most underfeed stokers (235 lbs.) and can be moved away from the furnace door for the removal of ashes.

Finished in Raleigh rust brown with ivory trim, the Murray electric stoker sells in Detroit for \$139.50 installed. Display models are being shown by James & Roach, distributor, and the J. L. Hudson Co. department store.

No changes in the present heating system are necessary, according to

(Concluded on Page 2, Column 5)

SPRINGFIELD, Mass.—A separate store handling both new and used appliances has been opened by Steiger's department store in a building several doors away from the main store, where appliances also are carried.

A check on the new store's operations has shown that one in three customers who enter the building in search of a used appliance go out with a new one instead, reports Albert E. Steiger, general manager.

No conflict with main store merchandising is encountered with the new appliance unit, since all advertising for the latter outlet is carried in the newspapers' classified columns, with emphasis on "specials."

Self-Contained Units Dominate Market In Detroit During May

DETROIT—Sales of self-contained store-cooling units accounted for an important part of air-conditioning equipment sold in Detroit during May, according to reports received by S. S. Sanford of the Detroit Edison Co. While a number of heavy tonnage contracts were installed by Detroit distributors, the market trend proved to be in the direction of smaller installations served by self-contained floor-mounted units.

Three or 5-ton units were sold by Airtemp Construction Co. of Michigan to the T. W. Murphy restaurant, Ralph H. Scheel residence, J. M. McNamara, Griswold Cigar Store, King Distributing Co., Eclipse Counter Bore Co., and Dexter Dairy Co.

York store-cooling units were sold by Westerlin & Campbell to the City Bar, Old Colony Bar, Trauman's

(Concluded on Page 3, Column 1)

Knoxville Dealer Sales Hit \$200,000 In June

KNOXVILLE, Tenn.—Dealer sales of appliances here during June broke all previous records for the month, reports to C. O. Carpenter, Jr., sales manager of the City Utilities Board, indicate. Sales for the month were at least \$200,000, Mr. Carpenter said.

June total follows a May record of \$196,000, a new high for that month. Elimination of unfair dealer competition and use of a cooperative bureau plan by retailers have been important factors in this year's sales gains, Mr. Carpenter believes.

It's a Fact, Mr. Ripley: They Had Snowballs In July Down In Sweltering St. Louis

ST. LOUIS—Not "June in January," but January in July was the season shifting brought about by electric refrigeration as Clyde Weidner, local confectionary store owner, reached in his ice cream freezer in the blistering 100°-temperature of July 4 and brought out four snowballs fashioned from the snowfall that blanketed the city 'way back last January.

That was his dramatic answer—and an outspoken testimonial for electric refrigeration—to the challenge of skeptical customers that "no refrigerator can keep snow that long."

It all goes back to a bitter cold day last January. Snow lay thick on the ground, and the snowbound crowd in session at the store turned the discussion toward modern refrigeration. Despite the playful jibes of the members of the "hot stove league," Mr. Weidner stoutly defended the efficiency and possibilities of his

'Crazy' Finance Plans Checked In San Diego

'Program To Restore Profits' Adopted By Bureau

SAN DIEGO, Calif.—A broad program of suggested trade selling practices, designed "to restore profit to major appliance merchandising" in this area, has been put into effect by members of the Bureau of Radio and Electrical Appliances of San Diego county.

Endorsed by both dealers and distributors, and relying for its success upon their cooperative efforts, the program covers all phases of appliance merchandising—selling, advertising, financing, discounts, and handling of trade-ins.

Among its more important provisions are recommendations that "no money down" and "no carrying charge" advertising be discontinued, that accounts without finance charges be limited to 90 days, that discounts for cash be stopped, that a "blue book" schedule be followed on trade-ins, and that a uniform warranty policy be followed on used refrigerator models re-sold to customers.

Formulation of the selling practice program was the work of a distributor-dealer committee chairmanned by Elmer Hazie, of San Diego Auto Electric Co. Dealer committee which worked out the program will be retained as a clearing house for suggestions or complaints regarding the plan.

On this committee, in addition to Mr. Hazie, are: H. L. Benbough, Jr., Benbough's; D. L. Cash, Montgomery-Ward; A. K. Chamberlain, Refrigeration Equipment Co.; Gordon Dawson, Home Appliance Co.; Glenn H. Dutton, Dutton's Radio Store; Harry Kemp, Miller Service; Charles Kirchmaier, Walker's; E. W. Meise, representing the utility company; and Lou Wiese, Wiese's Ltd.

Distributors also will meet under the direction of Mr. Hazie to discuss methods of assisting in the program. Archie Marsden, a member of the original dealer group as an exclusive distributor in this area, will be allied with the distributor rather than the dealer committee.

No immediate pressure will be exerted on retailers regarding adoption of the program, the committee recognizing that considerable revision of policies must be effected in some cases before the provisions of the new agreement can be adopted in full.

It was pointed out that this program, or any other designed to

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new ice cream refrigeration equipment.

To still the taunts of the doubters, Weidner declared that he would wager anyone that he could make snowballs from the drifts outside and display them intact the following Fourth of July. His confidence was only exceeded by the roar of laughter that greeted the refrigerator champion's announcement.

Came the Fourth. True to his prediction, Weidner dipped down into one of the wells of his refrigerator and emerged with the four snowballs, unmistakably of the same "beautiful" that had been gathered from that cold St. Louis landscape. Shrunk a little from displaying them through the intervening months to the curious, the snowballs were beginning to turn to ice but they still are a topic of conversation around the store and the best advertisement electric refrigeration has ever had in that neighborhood.

Major Appliances

San Diego Dealers Draw Up a Program To 'Restore Profits To Appliance Selling'

(Concluded from Page 1, Column 5) eliminate unbusinesslike practices, must start reasonably, must depend upon education rather than legislation, and must gradually strengthen itself through the building of confidence.

The complete program as adopted by the dealer-distributor organization follows:

SUGGESTED TRADE PRACTICE

"AGREED, that it is, and should continue to be, the aim of all appliance dealers to consistently make a reasonable profit by using business methods that in no way take unfair advantage of a competitor, the purchaser, or the industry as a whole.

"AGREED, that individually we should strive to develop business by strengthening our own organizations, rather than by tearing down the structure of competitive organizations.

"AGREED, that we should hold our competitors in high regard and should strive to build such confidence in them that we may not be misled by our customers, who, through misstatements, attempt to gain unfair advantage to themselves.

TO VERIFY 'RUMORS'

"AGREED, therefore, that the mere statement by a prospective purchaser, regarding prices and terms offered by a competitor, shall not be considered as sufficient cause to deviate from the established and recognized sales policy.

"AGREED, that 'no money down' and 'no carrying charge' advertising has a value only in the proportion that others refrain from such advertising, and that if used by all, would be detrimental to the industry on which we depend for a livelihood. Therefore, it is recommended that such advertising be discontinued.

"AGREED, that greater effort should be spent in selling the 'need' for and the 'features' of a given appliance, and less effort in selling 'terms.'

FINANCING COMPARISONS

"AGREED, that the practice of giving customers a detailed comparison of various competitive financing plans tends to confuse them and often creates distrust of financing plans in general. Such practices should be discontinued in the interest of good business.

"AGREED, that accounts without finance charges be limited to 90 days. Recommended practice should be to write a six or 12 months contract with finance charges included.

If the account is paid within the 90 days as agreed, finance charges can then be credited back to the purchaser.

"AGREED, that a standard card reading, 'Our merchandise is price fixed by the manufacturers under the California Fair Trade Act and we are governed accordingly,' would have much value in maintaining price if prominently displayed by all dealers. Such a card therefore be supplied to dealers who will agree to display it.

"AGREED, that 5% shall be the maximum allowed as a Navy or service discount on cash sales, or on contract sales of not to exceed 24 months. No discount to be allowed, if trade-in is involved. If a combination sale of major appliances is involved on one contract, 5% Navy discount may be allowed, regardless of length of contract.

NO CASH DISCOUNTS

"AGREED, that no cash discounts should be allowed. Time purchasers must pay a financing charge. Therefore the cash buyer who thus avoids such charges is entitled to only the regular or cash price of the equipment involved.

"AGREED, that no dealer shall knowingly permit his salesmen to make down payments or cash deposits for purchasers.

"AGREED, that in order to stabilize mechanical refrigerator trade-ins, a uniform schedule such as that of 'Refrigeration Market Index' would prove of great value, if in general use. Therefore, it is recommended that this index be used by all dealers in refrigerator appraisals, as follows: To allowances listed in the index at less than \$50, add \$10. To prices from \$50 to \$75, add \$15. More \$75 to \$100, add \$20.

'OVERSIZE' TRADE-INS

"AGREED, that the practice of advertising an abnormally large ice box or other trade-in, on the sale of a new refrigerator, is highly detrimental to the industry as a whole, and unless immediately checked, may lead to disastrous profit losses.

"AGREED, that the maximum allowance given for wood ice boxes on the sale of new refrigerators shall not exceed \$3.

"AGREED, that the use of expression 'thoroughly overhauled' in connection with used mechanical refrigerators, should only be employed in the rare instances where such has actually been the case. It is recommended that a uniform policy of used refrigerator warranty be adopted, as follows:

On sales less than \$50, no warranty on parts, 30 days labor service, and 30 days exchange privilege on new merchandise. On sales of \$50 to \$100, 30 days warranty on parts, 90 days labor service, and 30 days exchange privilege. On sales of \$100 or more, 90 days warranty on parts, one year labor service, and 30 days exchange privilege.

PREMIUMS BARRED

"AGREED, that premiums and trading stamps, used in connection with the sale of appliances, are detrimental to the industry as a whole, and should be discontinued.

"AGREED, that the matter of wholesalers selling at wholesale to those not legitimately in a business entitling them to such discount is one of the worst evils of the appliance business, and should be discontinued.

"AGREED, that while the matter of 'who is entitled to a discount' is one for wholesale distributors themselves to determine, it is essential that in the interest of all dealers, wholesalers should establish and maintain a uniform sales policy.

APARTMENT HOUSE DISCOUNTS

"AGREED, that apartment house discount is also a problem for the consideration of wholesalers, and should be dealt with in a uniform manner in order to protect the interests of dealers.

"AGREED, that there shall be no recognized 'apartment house owners' discount on refrigeration or other appliances. However, on bona fide sales of three or more refrigerators for installation at one time in the same apartment house, hotel, or court, it is recommended that a quantity discount be allowed.

DISTRIBUTOR PRACTICES

"AGREED, that the practice of wholesalers selling at wholesale to those not legitimately in a business entitling them to such discount should be discontinued, wherever it may have been in effect.

"AGREED, that while some confusion and possibly discrimination has been created, due to a lack of a uniform distributor sales policy, we pledge our unanimous effort in the improvement of such conditions wherever they may have existed. To this end, additional distributor meetings for the clarification of sales policies will be held from time to time.

"AGREED, that while national policies in some instances make it necessary for distributors to directly handle apartment house sales, consideration wherever possible will be given to the dealers who may originate such business. It is further agreed that in connection with such direct distributor apartment house deals, no commission should be paid to any but a franchised dealer handling the make in question."

New Norge Dealership

SUMTER, S. C.—Kirby Refrigeration Co. here has been named dealer for the complete line of Norge electrical appliances.

Columnist Points To 'Kitchen Gatherings' As Safeguard Against Foreign 'Isms'

That the kitchen has long been the focal point of the average American home is a well known fact. Indeed, the kitchen has been credited with being instrumental in the development of a good many solid American characteristics.

But now comes Herb Graffis, writing a column in a recent issue of the Chicago Daily Times, to take a leap off the deep end and proclaim the kitchen, with all its so-necessary appliances, as the very safeguard of the "American Way" of living and a first-class defense against Communistic and Fascistic trends in this country.

ANTI-SOCIAL WASTE

Says Mr. Graffis:

"Millions of dollars of the taxpayers' money will be blown in an anti-social way as a result of a serious neglect of governmental supervision of the lettuce it is lending for housing. Fortunes already have been kicked around as though dollars were tin cans, just because somebody in a high place has been asleep on his job.

"You, and everybody else who has been around, have known for years that parties at houses always wind up in the kitchen. As long as the life-blood of our country beats around the ice-box, sink, and cookstove, America is right side up with care.

"When parties are kept formal in the front room, it is 10 to 3 that Fascism is breeding, in one way or another. If people are in the front room sitting on the floor, or with their feet on the furniture, it is Communism that is being bred. Beware the folks who stay in the front room; they are not steeped in the American tradition.

THE AMERICAN WAY

"Watch, the next time you are out with the right folks in the evening, and see what happens to exhibit true Americanism in one of its most beautiful aspects.

"Some lady will say, 'Oh, I would like a drink of water. Do you mind?'

"That is the tip-off for every real American male in the room to arise from where he has been sitting and wondering when the party will bust up so he can go home and catch some shut-eye, and rush toward the kitchen, ostensibly to be chivalrous.

THE PARTY STARTS

"Some gentleman yanks the cold water tap at the sink, merely as a polite gesture. The host reaches out a bottle and a siphon. Another fellow tugs at the drawers of ice cubes, while a companion hauls out a couple of beers. A snooty guy will take a quick, comprehensive survey of the interior of the ice-box and remark casually, 'Boy, could I do neatly with a few slices of salami, or maybe some Swiss cheese if that's what's in that paper package.'

"Pretty soon everything is very American and congenial. The water is left running because a real gentleman will always dunk his cigaret in the sink before tossing the butt on the floor in the general direction of the garbage pail.

"The dogs come out to help get the lady a glass of water because any smart dog knows that guys eating in the kitchen means some very tasty tidbits shared with the hounds, either because of the spirit of generosity that prevails in the kitchen or because most guys who eat in kitchens eat in the King Henry VIII manner, which means plenty of grub bounces off the jowls onto the floor.

"In view of this function of the American kitchen, you would think that the housing authorities would insist on having adequate size and comfort in every home financed by the government. I like pretty kitchens as well as any real aesthete who ever picked teeth with a fork, but to see kitchens looking like cock-tail lounges that are patronized by fancy ladies, and so small that men can't even stagger in them, seems to me to be a grave menace.

MIDGET KITCHENS IMMORAL

"Midget kitchens are immoral, too. In roomy kitchens girls get a chance to exercise skilful appeal, which is a noble thing.

"To get back to the lady who wanted a drink of water. After a while she comes out to the kitchen and says, 'My gosh, I thought you were digging a well.' She takes a quick dip into the ice box, and soon the other women are out in the kitchen with the fellows. Houses now have bathrooms bigger than kitchens. That endangers Americanism. It is putting the cart before the horse."

Murray Corp. Offers Stoker at \$139.50

(Concluded from Page 1, Column 3) Murray engineers. To install the stoker it is simply adjusted to the correct height for the furnace door and plugged into an ordinary light socket. The motor, which is mounted horizontally on the frame, is a 1/2-hp. 110 volt, 60 cycle a.c. washing machine type.

Coal or coke is placed in the hopper, which holds about three bushels, and when the fire bed becomes too low to satisfy heat requirements, the endless chain conveyor forces fuel on top of the fire. Control of the coal feed is by means of a steel arm resting on the fuel bed—when this arm reaches a predetermined height, the unit stops feeding coal.

As the coal burns, the control arm is lowered slowly until it drops far enough to cause the stoker to begin delivering coal to the fire.

Lamson's Enlarges Appliance Shop

TOLEDO—Lamson's department store has enlarged its fifth-floor electrical appliance shop. Featured lines include Norge refrigerators, Thor washers, Westinghouse ranges, and Detrola radios.

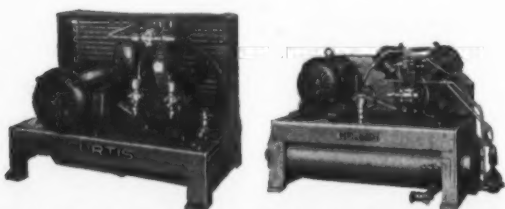
Why Curtis is the Extra Profit Line

THE Curtis Refrigerated Store and Office Cooler materially increases your interest in the Curtis line of refrigeration and air conditioning equipment since it is another reason why you'll make more money handling Curtis products. It opens up a new market for the Curtis dealer—makes possible more sales and profits.

Here is a complete factory designed, packaged air conditioning unit—Mechanically cools, dehumidifies, circulates and filters the air—Adaptable for heating, too—Easily installed—Two sizes, 3 and 5 tons.

If your present line does not include packaged units as well as a complete range of remote equipment, get in touch with Curtis at once.

Wire or write today.



45 Air Cooled Units—42 Water Cooled Units—1/6 to 30 h.p.



A typical installation of the Curtis Store and Office Cooler in a New Orleans office.

CURTIS REFRIGERATING MACHINE CO.
Division of Curtis Manufacturing Co.
1912 Kienlen Ave. St. Louis, Mo.

CURTIS REFRIGERATION
AIR CONDITIONING
AND COMMERCIAL

"Builders of Condensing Units Since 1922"

The Ansul Jobber near you is anxious to give you More than just good service

Friendly Personal Service

Ansul distributors and jobbers, with complete stocks of Ansul refrigerants in seven different-sized cylinders, are more than just suppliers: They are friendly businessmen anxious to serve you completely . . . to your full satisfaction.

ANSUL CHEMICAL COMPANY • MARINETTE, WIS.

ANSUL SULPHUR DIOXIDE METHYL CHLORIDE

THERE IS AN ANSUL JOBBER NEAR YOU

Air Conditioning

Store Unit Sales Lead Other Types In Detroit Area

(Concluded from Page 1, Column 4)
Candy Co., Avenue Tavern, Kinsel Drug Co., and Reed's Coffee Shop. York units ranged from 2 to 10 tons in capacity.

Other self-contained systems sold during May included a Lipman system to the Brown Cow Grill; a General Electric job to the Detroit Aluminum & Brass Co., an Ilg system to Brown's Jeweler's, Inc., a Westinghouse job to the 7510 Cocktail Bar, and a Frigidaire job to the Wonder Bar at Port Huron, Mich.

Heavy tonnage installations included the Detroit Bank (Frick, 60 hp.), Great Lakes theater (Airtemp, 75 hp.), Lakewood theater (Vilter, 60 hp.), and Richman Brothers Clothing (Carrier, 55 hp.). Heberlee Ice Machine Co. placed a used 50-ton Kroeschell CO₂ machine in service on an air-conditioning system at the Detroit hotel. The same concern also installed a well-water system at the Lakeview theater.

The first system using ice as a refrigerant to be installed in Detroit in several years was built for the Fourth Church of Christ Scientist. Using a 15-hp. pump, the system has a total capacity of 75 tons.

Central-station systems sold in the lower tonnage brackets included Chimes Hamburger (Lipman, 5 hp.); two Cunningham Drug Stores (Ilg, 15 and 20 hp.); Eugene's Dining Room (Frigidaire, 10 hp.); Adler's Delicatessen (Frigidaire, 7½ hp.); Bowles Lunch Co. (Frigidaire, 20 hp.); Leland Drug Co., Brighton (Frigidaire, 3 hp.); Ritter Recreation (Vilter, 15 hp.); Drake Millinery (Vilter, 5 hp.); A. H. Peters (Carrier, 15 hp.); and 21 Smoke Shop (Westinghouse, 20 hp.).

A central-station system operated on city water as the cooling medium was installed in the Martha Washington theater at Ypsilanti, Mich.

Reports of May sales in the Detroit area are not complete, and room cooler sales have not been tabulated. Complete sales will be reported in an early issue of AIR CONDITIONING & REFRIGERATION NEWS.

June Room Cooler Sales Up 212% In Chicago

CHICAGO—Aided by the best June record in their history, room cooler sales by Chicago dealers set a new all-time high mark for the first six months of the year of 405 units, according to Commonwealth Edison Co. statistics.

June room cooler sales alone amounted to 235 units, an increase of 212% over the figure for the same month of 1938. Room cooler sales for the first six months of last year were 207 units.

Six-month figures on central-plant air-conditioning system sales show a gain for this year of 4% in number and 12% in capacity. Systems sold up to the end of June total 225, with a combined capacity of 3,398 hp. This compares with 217 installations aggregating 3,037 hp. in the same months last year.

June central-plant conditioning system sales amounted to 55, a gain of five over that month last year.

Central-plant systems sold in the first half of the year were divided as follows:

Restaurants	72
General offices	36
Drug stores	26
Clothing stores	14
Industrial plants	14
Food stores	10
Funeral parlors	9
Theaters	7
Private offices	6
Fur stores	5
Shoe stores	5
Miscellaneous stores	5
Candy stores	4
Amusement parlors	3
Residences	3
Barber shops	2
Beauty parlors	2
Hotel	1
Hospital	1
Total	225

Electric Strip Heater Extends Use of New Room Cooler Models

SYRACUSE, N. Y.—A growing demand to extend the benefits of portable room air conditioners to provide heating in connection with ventilation has led Carrier Corp. to introduce a low cost electric strip heater for use with its 1939 ¼-ton room cooler.

The new electric heaters will be available in 220 volt a.c. and 230 volt d.c. characteristics, 1,500 watts capacity, and for use with self-contained thermostatic control. They will be made for factory or field installation.

With the addition of the heater, the room air conditioner will utilize the air filtering, circulation, and ventilation features to distribute the warmed air to all parts of the room and to provide any desired amount of outside air to be brought in. The smoke exhaust will also operate the year-around to dissipate smoke and odors.

Five 'Package' Units Launched By Lipman

BELOIT, Wis.—Five different models of packaged air-conditioning units in two different types—one for home and office use, and the other for typical commercial applications—comprise the new line of air conditioners introduced by General Refrigeration Co.

The packaged units provide cooling, dehumidification, air cleaning, and ventilation, and employ deep-coil evaporators. "Freon-12" is the refrigerant.

One of the prime features of the new model is the lift-off type walnut cabinet, which may be removed for servicing the unit simply by detaching the two control knobs from the operating panel.

Another feature is the wide range vertical adjustment of the casters, which simplifies the adjustment of the unit to uneven floors, and enables it to be lined up with windows of varying height.

An adjustable air outlet grille regulates the length, angle, and throw of the air stream permitting concentration of conditioned air wherever desired.

The "store conditioner" type is available in three sizes—2, 3, and 5 hp. Top section of these units comprises the combination plenum chamber and silencer with the air outlet grille on the front. The lower section houses the condensing unit.

Large, low-speed, centrifugal-type, multi-blade blowers recirculate air, mixing any desired quantity of indoor air with outdoor air, taken in through ducts which can be installed at the rear or side of the unit. The air mixture is cooled at a low velocity in a deep-core cooling unit.

The two "room cooler" models are equipped with ¾ and 1-hp. compressors respectively.

All units are equipped with low resistance type air filters.

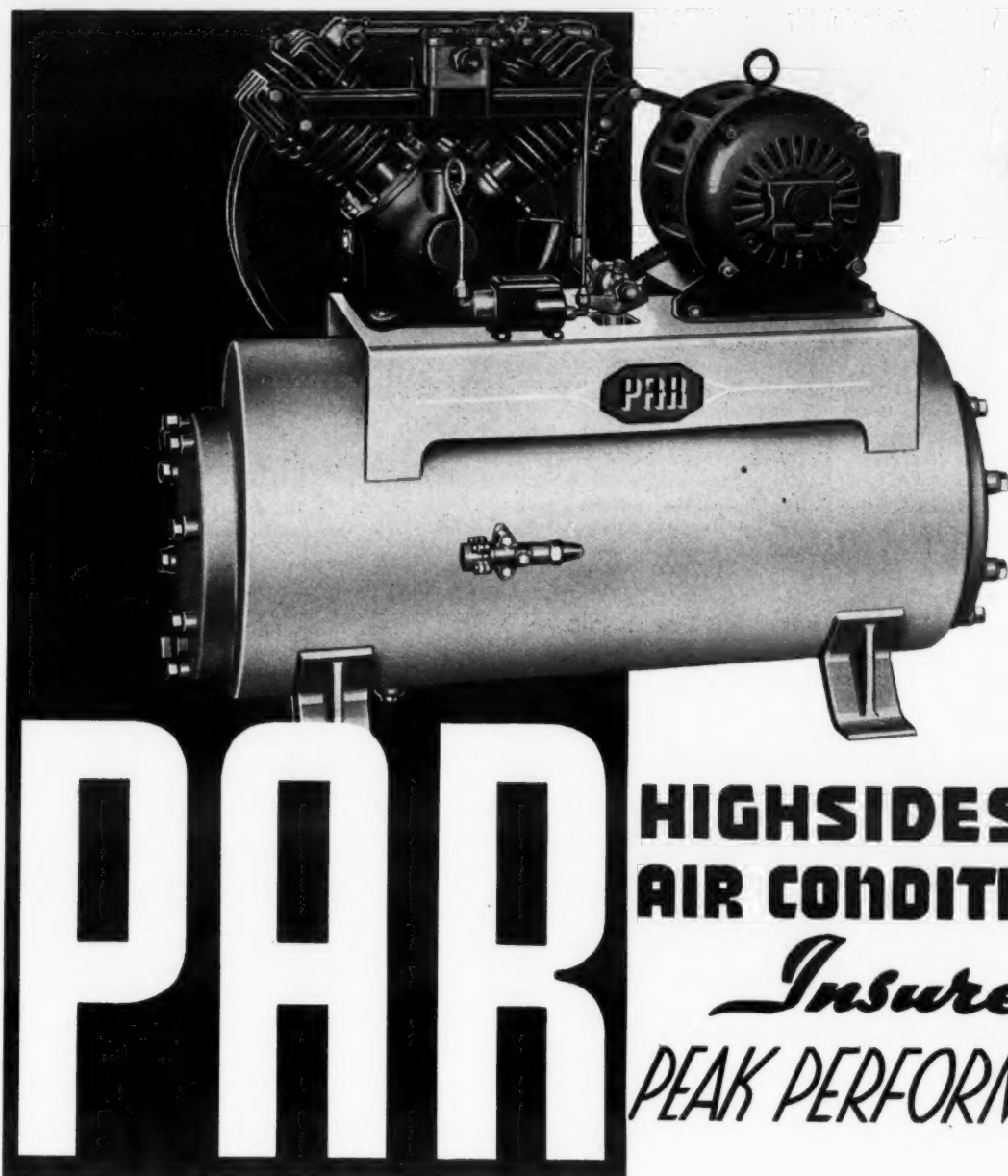
New Suspended Units Announced By Simmons

CHICAGO—A new line of suspended-type conditioners in capacities ranging from 1,000 to 66,000 c.f.m. has been announced by the Gordon H. Simmons Co.

According to the manufacturer, the unit should be used with a compressor unless extremely cold water is already available. A water pre-cooling coil, a refrigerant coil, and a heating coil adapts the unit for year-around use.

Latham To Distribute Gale Space Cooler

NEW YORK CITY—E. B. Latham & Co. has been appointed exclusive distributor in this territory for Gale "space coolers," a product of Gale Products division of Outboard, Marine & Mfg. Co.



HIGHSIDES FOR AIR CONDITIONING
Insures
PEAK PERFORMANCE

These PAR units are recommended because they take heavy air conditioning loads "in their stride"—with plenty of power and capacity to spare. . . . Offered in four models, 7½ H.P. to 20 H.P. The 15 to 20 H.P. units each are equipped with dual pumps and dual motors. Control setting for individual operation automatically operates one or both, according to load requirements. . . . All models are rigid and strong and trouble-free—built for long and satisfactory service.



SEND FOR FREE CATALOG TODAY

See PAR UNITS at your nearest Jobber

Akron, Ohio
Percy G. Hanson
Albany, New York
Melchior, Armstrong,
Dessau Co.

Atlanta, Georgia
Bowen Refrigeration
Supplies, Inc.

Baltimore, Maryland
Melchior, Armstrong,
Dessau Co.

Birmingham, Alabama
Refrigeration Supplies
Distributor

Boston, Massachusetts
Melchior, Armstrong,
Dessau Co.

Brooklyn, New York
Melchior, Armstrong,
Dessau Co.

Buffalo, New York
Melchior, Armstrong,
Dessau Co.

Cedar Rapids, Iowa
Dennis Refrigeration
Supply Co.

Charleston, West Virginia
Air Conditioning &
Refrig. Sup. Inc.

Charlotte, North Carolina
Henry V. Dick & Co.

Chattanooga, Tennessee
Pepier Machinery Co.

Chicago, Illinois
H. W. Blythe Co.

Cincinnati, Ohio
Merkel Brothers Co.

Cleveland, Ohio
Debes & Co.

Columbia, South Carolina
Henry V. Dick & Co.

Columbus, Ohio
Refrigeration Electric
Supply Co.

Dallas, Texas
The Electromotive Corp.

Davenport, Iowa
Republic Electric Co.

Dayton, Ohio
W. H. Klefner Co.

Denver, Colorado
Refrigeration Parts &
Supply Co.

Detroit, Michigan
Young Supply Co.

Des Moines, Iowa
Dennis Refrig. Supply Co.

Flint, Michigan
Shand Radio Specialties

Ft. Worth, Texas
McKinley Refrig. Supply Co.

Greensboro, North Carolina
Home Appliance Service Co.

Harrisburg, Pennsylvania
Melchior, Armstrong,
Dessau Co.

Houston, Texas
D. C. Lingo Co.

Indianapolis, Indiana
F. H. Langsenkamp, Inc.

Jacksonville, Florida
The Jamita Co.

Kansas City, Missouri
Forslund Pump &
Machinery Co.

Lexington, Kentucky
United Service Company

Long Beach, California
Refrigeration Supplies
Distributors

Los Angeles, California
Frank Gillett Co.

Louisville, Kentucky
S. W. H. Supply Co.

Macon, Georgia
Lowe Electric Co.

Madison, Wisconsin
Refrigeration Specialty Co.

Memphis, Tennessee
United Refrigerator
Supply Co.

Milwaukee, Wisconsin
Refrigeration Specialty Co.

Minneapolis, Minnesota
Refrigeration & Industrial
Supply Co.

Mobile, Alabama
Harris Fixture Co.

Montgomery, Alabama
Teague Hardware Co.

Nashville, Tennessee
The Starr Co.

Newark, New Jersey
Melchior, Armstrong,
Dessau Co.

New York City, New York
Melchior, Armstrong,
Dessau Co.

Norfolk, Virginia
Noland Co.

Oklahoma City, Oklahoma
Mideke Supply Co.

Omaha, Nebraska
Interstate Machinery &
Supply Co.

Peoria, Illinois
R. E. Thompson Co.

Philadelphia, Pennsylvania
Melchior, Armstrong,
Dessau Co.

Phoenix, Arizona
Refrigeration Supply
Distributors

Pittsburgh, Pennsylvania
Melchior, Armstrong,
Dessau Co.

Portland, Oregon
Refrigerative Supply, Inc.

Raleigh, North Carolina
Henry V. Dick & Co.

Richmond, Virginia
A. R. Tiller, Inc.

Rochester, New York
Melchior, Armstrong,
Dessau Co.

Sacramento, California
Hinshaw Supply Co.

San Francisco, California
California Refrigerator Co.

Seattle, Washington
Refrigerative Supply, Inc.

Shreveport, Louisiana
Interstate Electric Co.

Sioux City, Iowa
Dennis Refrig. Supply Co.

South Bend, Indiana
F. H. Langsenkamp, Inc.

Spokane, Washington
Refrigeration Parts Sup. Co.

Springfield, Illinois
Springfield Refrigeration
Supply Co.

Springfield, Massachusetts
Melchior, Armstrong,
Dessau Co.

St. Louis, Missouri
Brass & Copper Sales Co.

Tampa, Florida
Bowen Refrigeration
Supplies, Inc.

Toledo, Ohio
Heat & Power
Engineering Co.

Tulsa, Oklahoma
Machine Tool & Supply Co.

Washington, D. C.
Melchior, Armstrong,
Dessau Co.

Waterloo, Iowa
Winterbottom Supply Co.

Wichita Falls, Texas
United Electric Service Co.

Toronto, Ontario, Canada
Railway & Engineering
Specialties, Ltd.

Montreal, Quebec, Canada
Railway & Engineering
Specialties, Ltd.

Winnipeg, Manitoba, Canada
Railway & Engineering
Specialties, Ltd.

EXPORT DEPARTMENT—Melchior, Armstrong, Dessau Co.—New York City, New York

MODERN EQUIPMENT CORPORATION
DEFIANCE, OHIO U.S.A.

Department Stores

Department Store's Appliance Annex Across the Street Helps In Many Ways

(Concluded from Page 1, Column 3)
Contact between the two stores has proved an aid to sales on more than one occasion.

For instance, if a prospect desired to see a model not then on display in one of the stores, or if she desired to see a certain salesman in the other store, a quick checkup via the system sets the stage, and prepares salesmen for the coming prospect. On the manager's checkup of salesmen's whereabouts in the two stores or on assignment of a certain salesman to outside followup, the communication system is a time saver.

The appliance annex is kept open evenings, which gives the appliance department added selling time without the necessity of maintaining a larger staff, elevator operators, and running up a larger overhead in general. Evening appointments for the annex are made in the main store department, and as the annex is just across the street, prospects have no objection to the suggestion.

These evening appointments in the annex have worked out very well for salesmen working in either of the appliance departments. If a pros-

pect expresses sufficient interest to make an appointment, it is taken as a good indication that the final sale will come much easier.

Whenever possible, all these appointments are made for both wife and husband. A purchase agreement can be reached much quicker, salesmen have found, when the man and his wife consider the appliance together and in their leisure time. Also, the appointments at the store are much more productive than home calls, because having a comfortable display room with all the equipment right before the prospect's eyes makes the salesman's presentation more effective.

AIDS EVENING APPOINTMENTS

One store salesman reasoned, "If you can get a man and his wife to come down in the evening to a store you can be pretty sure that their interest in what you are selling is more than lukewarm. When you can sit them down comfortably and have time to outline your story to both of them, ninety-nine times out of a hundred the sale will be made. Selling is easier, closing is quicker."

Another feature of this evening "prospect rendezvous" was said to be the great reduction in the number of home calls that salesmen were forced to make under the old home selling system. They point out that it may be easier to get a home appointment than one in the store, but store appointments turn up many more sales.

This year there has been a noticeable demand for lower-priced merchandise, and to meet this demand the store is carrying Allied refrigerators, in addition to the regular Frigidaire line. The cheaper line has been used as a "leading item" in advertising and has served to increase store traffic, especially in the annex store.

Good used boxes are also used in this "come-on" capacity, for although many are sold to lower-income customers, salesmen always try to sell the prospect "up."

Good use of the department store's many accounts can be made to turn up prospects for salesman follow-up, and many shoppers in the main store are turned into buyers, as salesmen arrange to see them in the annex "appliance store for appliance buyers."

A noticeable increase in buying traffic has been recorded since the opening of the specialty store.

Jamestown, N. Y. Store Has One Line 12 Years

JAMESTOWN, N. Y.—Nelson's Appliance Shop, annex operation of the Nelson department store here, is celebrating its twelfth year as exclusive Frigidaire dealership in Jamestown.

50-Year-Old San Diego Store Wins Success By a 'Human Attitude', Keeping Traditions

By Charles A. Irwin, Advertising Manager,
The Marston Co., San Diego, Calif.*

WE are southern California's oldest department store, established in 1878. We are the "class" store of our community, yet our city is not so large that we can cater to "carriage trade" alone. We, therefore, endeavor to supply the demands for all good qualities of merchandise.

Today we are required to go after trade the same as every other store, aware that our customers are "anybody's customers," aware that the younger generation owes no loyalty to our traditions, aware that newcomers to our city have "never heard of us."

We must not, and do not, lose sight of the fact that if our customers can't find merchandise to their liking at our store, they can find it across the street, or at their neighborhood store . . . or failing there, a streamline train, with streamline fares, is ready to take them to Los Angeles.

'FAMILY CHARGE ACCOUNTS'

Now to get down to why they "buy in our store."

Ours are "family charge accounts" . . . and the spreading out of family trees also spreads out and adds new names on our books. Our grown-up "small town" is large enough to offer big city advantages and still small enough for its population to know us, and be known by us, thus permitting us to be rather liberal in extending credit.

Ours is a department-manager system . . . rather than a merchandise manager and divisional merchandise manager set-up. With us, the buying is actually done by the department manager, or closely supervised by him. He is in close contact with his customers, and quickly feels the pulse of the buying public.

He is a sort of operator of a small store within a store, not crowded to meet quotas or provide sales promotion ammunition; more of a "personal trade" buyer, buying with his particular customers in mind, rather than to fit into a store-wide picture.

When not in the market, our department managers are actually on the sales floor, dealing with sales problems from first-hand knowledge. Our department managers deal directly with the management, controller, credit office, or advertising department.

'HUMAN RELATIONS'

We have no centralized sales training . . . and consequently no possibility of regimentation. Their training is in their particular department. Our city is a residential community rather than an industrial one. We have a high percentage of medium to better families and draw our salespeople from the same strata of society, with the same family and educational backgrounds as those they serve.

Personal trade is consequently very large. The store becomes a "human" sort of thing, for the customer actually knows her saleswoman and the saleswoman knows her customer's needs and preferences.

Ours is a most liberal exchange and refund policy. The customer is practically the only judge.

Our city's interests are the store's interests. Today we hear much regarding public relations and the store's interest in community affairs. The leading store in any community is almost invariably the store most interested in community affairs. With us this point has been well covered throughout the sixty years of our existence.

Our founder has always been a civic leader, and at present (almost ninety), he is still interested in groups having to do with our civic centers and other worthwhile movements. There has been nothing mercenary about it all . . . it's been quiet and sincere—and only for that reason has the public appreciated it. It has made him the city's leading citizen, and the store which bears his name, a community institution.

We're an old store with young ideas. In spite of all this talk about

our pioneer beginning and the founder, we do not live in the past or rest on our old-timer's reputation. On the contrary, we are looking to the future in all of our planning and in all of our operations. Particular attention is paid to the merchandising and promotion in our infants', girls', boys', and college departments.

EASY ON 'PROMOTIONS'

We are not a promotion store. Our merchandising efforts are of an "even keel" sort . . . with no driving effort to beat last year, last month, or yesterday.

We are known for our quality standards. There are times, of course, when our reputation for quality has given us a reputation for being high-priced, in the minds of some. Ours is long-range promotion. Dependence is not placed upon today's advertisement for today's business, except, of course, in the case of special price promotions or our semi-annual storewide clearance events. Advertising is of the "merchandise-institutional" sort, designed for long-range rather than tomorrow-at-nine results.

Neither our advertisements nor our windows are concerned with stressing daily needs and the things our customers know we have. With us the emphasis is upon style, changing trends, where to go, what to do . . . what it will do for the purchaser, his enjoyment of his home, or the comfort of his family.

We try to strike a correct balance between windows as "pretty pictures" and windows as "selling mediums." We try to have backgrounds and display devices attractive in themselves, without losing sight of their functions as backgrounds and frames, for focusing attention on the merchandise displayed.

ADVERTISING PRACTICES

As to advertising, we do not use price comparisons. There are no exceptions to this rule . . . at any season, or for any department, or any item. We believe our customers like it, we believe it eliminates any possibility of padded values, or over-enthusiasm, creeping into our marketing of goods, and our printed messages.

We believe it reasonable to suppose that overstatement elsewhere, may be tough competition for the moment, but that in the last analysis, they "come into our store" because of the confidence their own experience has proved they can have in our advertised offerings.

Another point regarding our advertising, and wherein I think we differ from many stores, is our use of pre-evaluated advertising copy. It seems to us to be an accurate yardstick for measuring the selling effectiveness of our advertising, it helps eliminate weak copy efforts and gives us a means by which we can recognize our own good and bad copy. This system is new to us, and we are quite enthusiastic over its possibilities. We hope it will contribute to the list of reasons "why customers come into our store."

No doubt you've all heard it said that you can't pioneer by traveling on the railroads, for the simple reason that railroads only go where someone has been before. And you certainly can't pioneer in storekeeping, or merchandising, by following others, by copying them, aping them, letting them do your thinking.

I believe our customers come into our store because we've tried not only to lead, but to be ourselves, honestly and conscientiously serving the community which has made our existence possible, and in the manner in which it is desirous of being served. Quite naturally we have looked to larger communities for inspiration.

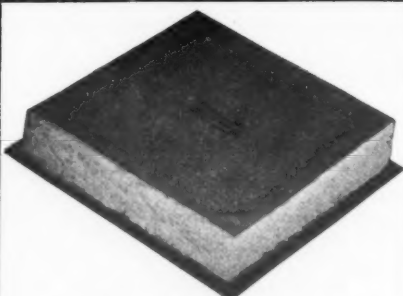
I believe we still have, "that certain something" which makes a department store more than just a mass of concrete and steel, more than a collection of goods and wares, more than just a market-place—that something, that individuality, or that personality, which makes our store and your store an institution in the community . . . a store which is recognized for its particular service to its own particular community.

How Manufacturers are Cutting Insulation Costs

This new kind of Dry-Zero gives 3 advantages • Lowers Material Costs, Shortens Assembly Time, Cuts on the Job.



Rolls Save Money: For low production schedules, Bound-Batt may be purchased in rolls, stored until needed, and then cut to size. This prevents unnecessary delays and saves pre-fabrication costs.



Sealing Flange: Cut-to-size Bound-Batt can be furnished at lower cost than previous forms of Dry-Zero. The sealing flange saves time in assembly. It is preferred for heavy production schedules.



Easy to Handle: Assembly time is kept at a minimum because Bound-Batt is stiff enough to handle, yet flexible enough to fit irregular contours. The edges are held in place by the Dry-Zero binder.



Cut with Knife: Bound-Batt is easy to cut with a butcher knife, using a strip of wood to compress the insulation and guide the cutting. When necessary, power driven cutters can be used to speed up production.

Dry-Zero Bound-Batt is an entirely new form of Dry-Zero insulation. The fibres of Bound-Batt are held together with an atomized binder which joins the fibres at microscopic points of contact. Less than 5/100 lb. of binder is used per cubic foot of Dry-Zero fibre.

Saves Material Cost

This new form of Dry-Zero is priced lower than previous types. This means that you save money on every refrigerator.

Yet this is the same insulation that has been acclaimed the most efficient commercial insulant known. You get the same Dry-Zero insulation efficiency at a saving.

Saves Assembly Time

Bound-Batt is covered with strong kraft paper, giving sufficient stiffness

for easy handling. Yet it is flexible enough to fit easily into any shape corner or over irregular contours.

You can specify Bound-Batt cut-to-size with sealing flanges attached if desired. On heavy production schedules this shortens the time required for moisture sealing.

Saves in Fabrication

If you stock Standard Rolls of Bound-Batt you can cut the insulation to suit your production schedule.

This means there is no delay in insulating special size units. The supply of insulation can be kept at minimum requirements. Most important, cutting from rolls at the time of assembly will often show considerable savings.

Send the coupon for complete information about Dry-Zero Bound-Batt insulation.

DRY-ZERO CORPORATION: Send Complete Information, Prices, and Sample of Bound-Batt Insulation.

Name

Company

Street

City, State

711

The most efficient
commercial insulant known

DRY-ZERO
Bound-Batt
Insulation

Dry-Zero Corporation
Chicago—222 North Bank Drive
New York—60 East 42nd Street

*Extracts from a talk before midyear convention, National Retail Dry Goods Association, Hotel Fairmont, San Francisco.

Air Conditioning

Toridheet Builds Gas Furnace Line To Fortify Declining Oil Burner Markets

CLEVELAND—After a year of market study and engineering research, the Toridheet division, Cleveland Steel Products Corp., has announced a new and complete line of furnaces and heating units for oil, coal, and gas. The company previously marketed oil heating products exclusively, but states in its announcement that field conditions necessitated a more complete line.

"Toridheet dealers and distributors in certain communities were unable to increase their volume to any extent because they could not furnish Toridheet heating equipment for coal and gas as well as oil," said W. J. Smith, Toridheet vice president. "In one particular territory there were over 3,000 gas furnaces installed in one year. Obviously, our dealer in that territory did not get any part of that gas-installation business because he did not sell gas equipment."

"A similar condition exists in Detroit," said Smith. "In 1938 there were 6,200 new houses erected; this year there will be close to 8,500 dwellings built in the Detroit area. Coal and gas furnaces are being installed in most of these houses; the dealer selling oil heating equipment is scratching for business in the suburbs and beyond the territory where gas mains have been laid. Those conditions influenced us to consider adding coal and gas equipment to our line in order to assist dealers in building greater business-volume."

The present dealer and distributor organization will continue the merchandising of the oil heating prod-

ucts. Dealers located in the few more densely populated coal and gas-conscious communities will add the line of coal and gas furnaces. New jobber outlets for the complete line will be established in the west, south, and southwest sections of the country.

Cooling Big Help To Underseas Fighters

WASHINGTON, D. C.—Air conditioning now being installed in submarines will make America's undersea fighting force a much more potent weapon in any future war, according to reports from U. S. Naval experts.

The efficiency of submarines depends primarily on the fitness of those who man them and their comfort during long cruises at sea, says Lieut. Albert R. Behnke of the Navy Medical Corps., explaining the latest submarine development.

Air conditioning promises to make possible operation at sea for increased periods of time, he adds. This will extend the crafts' range

and, accordingly, their effectiveness in meeting an enemy vessel at a distance from American shores.

The use of cooling and dehumidifying equipment and the provision of oxygen from tanks to replace exhaled carbon dioxide will enable submarines to run submerged probably for periods of days, thus adding another factor to their effectiveness in attack or defense.

Even with these aids, the men who operate submarines must be trained and "conditioned" for a period of at least 10 days between cruises, says Dr. Behnke.

Only the fittest officers and enlisted men are chosen for submarine duty, and only about half of the navy's personnel measures up to the stiff medical requirements.

Few persons realize the difficulties under which submarine crews work.

The men must re-breathe the same air for periods of from three to 24 hours, longer under war conditions.

They must live in very cramped quarters, in which all that a sailor owns must be stored in space about the size of his own body.

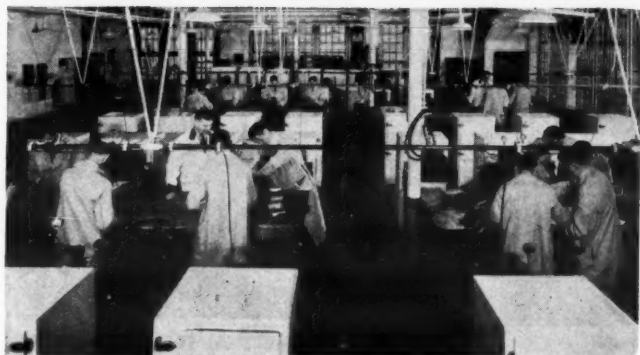
When the vessel is submerged, particularly in tropical waters or during the summer, the temperature may rise to 100° F. or above, and the humidity may increase to the dewpoint so that sweating (which cools the body) is impossible.

"Submarine duty exposes men to crowded, unhygienic conditions of living, particularly to varying climatic factors, and to increased respiratory tract infection resulting from rapid climatic changes and from rebreathed air," Dr. Behnke pointed out in acclaiming the advantage of air conditioning.

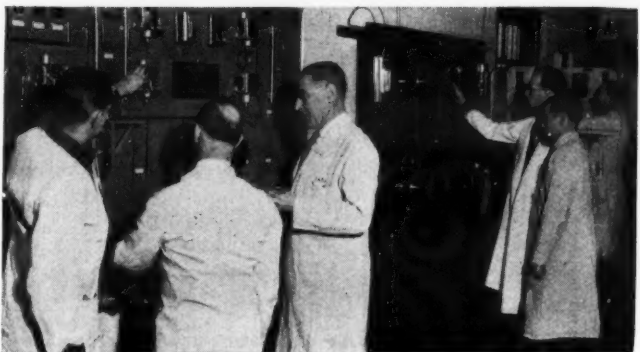
AIR CONDITIONING SERVICE MEN TRAINED IN THIS INSTITUTION ARE...

WORTH HIRING

Ask To See The Diploma*
That Is More Than Just
"A SCRAP OF PAPER"



Air conditioning service men of practical value are developed in the laboratories of the Industrial Training Corporation under a unique Problem Method utilizing equipment costing in excess of \$125,000. More than 1,000 hours of home study provides the groundwork of theory which must be checked against actual experience. These students are engaged in bench overhauling of compressors.



Through an ingenious arrangement of practically every type of modern control mechanisms mounted side by side, R.A.C.I. men become experts in making critical adjustments. When the principle of each device has been explained by the instructor, it is thrown out of adjustment and must be restored to correct operation.



Since a complete working knowledge of commercial air conditioning is essential to a qualified service expert, the R.A.C.I. laboratories place extra emphasis on this phase of shop training. These students are working on 3 and 5-ton units of the most recent type, duplicating field installation and adjustment problems.



The rapid growth and development of quick freezing has been anticipated by the training staff of the Industrial Training Corporation. Here students are seen bundled up in sheep-skin clothing while they learn about such things as the hot gas defrosting cycle and low temperature forced convection refrigeration. An R.A.C.I. diploma is the trade-mark of a properly trained man.

A lot of people have wondered what we are trying to sell to the refrigeration and air conditioning industry.

The answer is very simple.

We manufacture trained men. Our finished product must measure up to the high standard of quality established by the industry itself. Then we assist the employer to find a qualified man (or men) exactly suited to his individual needs.

No one has ever visited our shops and laboratories in Chicago without expressing amazement at the thoroughness of our methods, and completeness of our equipment.

Here is our proposition in a nut-shell. Every business man in the refrigeration and air conditioning industry sooner or later needs help. An R.A.C.I. trained mechanic will cost no more and, we believe, he is ready to de-

liver a whole lot more. Just give him a chance.

But not every man with an air conditioning diploma is an R.A.C.I. graduate. When you buy merchandise you examine the label. So examine the diploma presented to you by an applicant for a job. THERE IS A DIFFERENCE.

This Diploma Awarded to Qualified Men Only



*There is only one way to get an R. A. C. I. diploma. The graduate must complete his full required period of resident shop and laboratory work. Here, under expert instruction, he learns the practice of refrigeration and air conditioning, to complete his theoretical training.

ASK THE EMPLOYER WHO HIRED ONE

If you can't find an R. A. C. I. graduate, just write Industrial Relations Department.



REFRIGERATION AND AIR
CONDITIONING INSTITUTE
DIVISION OF

INDUSTRIAL TRAINING CORPORATION
2150 Lawrence Avenue • Chicago, Illinois

Surgical Department of Store Finds Profits In Air Conditioning

DALLAS, Tex.—Investment in a 25-ton air-conditioning system three years ago has not only brought customer comfort to patrons of the Skillern Drug Co. here, but has saved money by virtually eliminating deterioration of rubber goods and elastics, according to W. C. McKnight, manager.

The Skillern store is one of a chain in Dallas, and has developed one of the largest surgical supply and corrective garment and truss retail volumes in Texas. It handles all of the fitting work of this variety for all of the 26 stores in the group, and carries large stocks of rubber and elastic merchandise.

Summer heat and humidity formerly resulted in considerable loss from deterioration, Mr. McKnight said; but when the building was equipped with air conditioning, including even the stock rooms, the problem was solved.

Conditioning of the building further served this phase of the store's operation by assuring safety from possible colds to patients who came there for fitting.

It has been Mr. McKnight's experience that by maintaining store temperatures at not to exceed 15° below outdoor summer temperature, all danger of patients experiencing ill effects from visits to the fitting room has been eliminated.

Hot-Wire Anemometer Measures Wide Range Of Air Velocities

BALTIMORE—Latest addition to the Friez line of instrument-tools is a new thermo-anemometer, an easy-to-use electrical instrument for the measurement of air velocities over a range of from 10 to 6,000 f.p.m.

Unusual accuracy is claimed for the unit at low velocities, and it is suitable for either field or laboratory use in open air, in front of grilles or registers, and in ducts.

The instrument is housed in a polished oak carrying case 13 1/4 x 5 x 5 inches, with chromium plated hardware, and weighs but 7 lbs. complete.

Profitable Sales Ideas

Salesman's 'Cigarette' Approach Literally 'Smokes Out' Refrigerator Sales

By Robert M. Price

GRAND RAPIDS, Mich.—"Reach for a refrigerator instead of a cigarette." That is what Gerald Featherly, refrigerator salesman at Herpolsheimer's department store here, has local women doing. And husbands are gladly paying for a new refrigerator instead of the "little woman's" smokes.

It's all a scheme of the subtly working Mr. Featherly, and its success depends on whether or not the woman prospect is a non-smoker. He finds there are plenty.

After he has convinced his non-smoking woman prospect on the merits of his electric refrigerator, he proposes a scheme to get the husband in agreement to buy with the least amount of pain. As in many cases an economizing husband takes an adamant stand against "any further expenses at this time," Mr. Featherly direct his attack along the savings front.

Says he, "Mr. Smith, your wife tells me that she is going to take up smoking. I suppose you don't mind."

"Why should I mind," answers the husband, in almost every case. "If she wants to smoke it's her business."

"Then," returns Mr. Featherly, "she will no doubt smoke a pack or so a day. But, of course, you won't mind the little extra expense."

"Certainly not," says the husband, beginning to wonder what all this is about.

"Well here's the way it is," Mr. Featherly says. "Your wife has told me that she would rather buy a new refrigerator than take up smoking, but she was bothered about the expense. Now, you just told me that you could easily stand the cost of her smoking. The cost of a new refrigerator is approximately the same per day. Would you be willing to pay for something your wife really wants, something that would be equally useful to the whole family?"

"Never thought of it that way," the surprised husband says. "If we can have a new refrigerator for the price of daily cigarettes, I guess it's time we bought one. Where's the order blank?"

Mr. Featherly has no personal feeling against cigarettes, but he gets a delighted gleam in his eye when a woman prospect flashes him the "no smoking" signal. "One refrigerator, coming up!" is his answer.

Midget Radios Prove Big Sales Openers

DAVENPORT, Iowa—Table radios put in homes on trial, not only sell themselves as a "second set" in a very short time for outside salesmen of Peoples Light Co. here, but also have become valuable sales openers for other major appliances.

Each outside appliance salesman for this utility is provided with a limited number of table sets per week to put out among prospects of his own selection. An offer to leave one at a home for a certain trial period is not often refused, even though the prospect may already own a large set.

On callbacks to pick up or to sell the small radios, the salesman can lead right into the prospect's need for other appliances. Service check-ups give further opportunities for selling.

Furnishings 'Bargains' Bring In Crowds

AUSTIN, Tex.—Get 'em into your store with bargain items in house furnishings and you've got a good chance to sell them a refrigerator, according to Swann-Schulle Furniture Co., Westinghouse dealer here.

Every Monday the store runs a "bargain sale" on such items as step-ladders, mirrors, or porch chairs and sells them at cost or below cost to get people to come into the store. Once in the store, the bargain-hunters become interested in the refrigerators and other appliances prominently displayed.

Calling on Prospects When They're Relaxed Loosens Their Purse-Strings, Dealer Finds

Jewelry Customers Make Good Prospects For Major Appliances

ENSLEY, Ala.—Jewelry customers make excellent prospects for major appliances and radios, the Ellis Jewelry & Optical Co. has found after 18 months as a General Electric and RCA dealer.

The store's business has grown to such an extent that its space has been doubled, and an entire section given over to appliances under the management of W. Hendon Ellis, son of W. W. Ellis, owner.

Customers first were sent announcements of the company's entry into the appliance field, and then two salesmen were hired on a minimum salary and commission basis to call on these customers, thank them for past business, and ferret out appliance needs. Sales have been satisfactory, and there has been but one repossession in 18 months, Hendon Ellis reports.

There is little similarity between jewelry and appliance merchandising, however, he says. Appliances carry less mark-up, and trade-ins are more of a problem. But appliances add to store volume, which jewelers need . . . and customers' credit ratings generally are higher than average.

Appliances Are Prizes In Grocery Contest

DETROIT—Prizes of 61 Westinghouse appliances will be awarded to customers of Packer's Outlets, Michigan retail grocery chain, in a profit-sharing contest now being conducted. First prize will be \$250 in cash.

The awards will go to the customers having the highest number of merchandise coupons, which are given with purchases at the stores. First 10 prizes will be Westinghouse ranges, next 10 will be Westinghouse refrigerators. The next 10 qualifiers will receive electric ironers, and 10 electric washers will be awarded to the next winners. For the last 21 in line, electric roasters are the premiums.

The appliances were furnished by Good Housekeeping Shops, Westinghouse dealer, and displays were arranged in the 21 stores of the chain.

Sales 'Sharpshooters' Work Toward Bullseye

GRAND RAPIDS, Mich.—John W. Miltgen, manager of the local branch of Radio Distributing Co., Norge appliance and Farnsworth radio distributor in this territory, is a firm believer in the efficacy of contests as a stimulus for his salesmen, and tries to flavor each monthly competition with a somewhat different treatment.

One recent contest, for instance, was planned for "sales sharpshooters" and featured a chart on which was painted a multi-colored target for each member of the sales force. Each ring of these targets represented one of the appliances handled by the company. The bullseye was tagged "% of quota." For each deal closed by a salesman, a "bullet hole" of contrasting color was pasted on the proper ring of his target.

Salesman with the highest percentage of quota at the contest's close was rewarded with a free trip to one of the Detroit Tigers' home games.

GREENSBORO, N. C.—Meeting prospects in the evening hours when they are relaxed also takes the "tenseness" out of their purse strings for Pickett's, Inc., Leonard and Gibson dealer here, as calls at night are strictly for orders.

It is not hard to get the Pickett sales force to concentrate on these "after hours" prospect stops, for the sales force is unique; in fact, it's one man, Mr. Pickett himself. He found that the average salesman had objections to working late—sometimes serious objections to working at all—so he cleaned out the force and took on the job himself this year.

Mr. Pickett has no objection to hard work, and since he found that leisure-hour calls produce, he whisks around under the street-lights so successfully that in one week he hung a sales record of \$1,500 in appliances.

ONE-MAN SHOW

In his one-man sales show he depends on many aids other than a large sales force. He feels that after being in business some 20 years he can bank on the confidence of users to sell others. That is his advertising. "What someone says about you and your product is a hundred times better than the best advertising," says Mr. Pickett.

The confidence is repaid in cash. Prospects handed in by users are carded for 30 days. If the sale is made within this period a "courtesy check" is mailed to the user turning in the name. If the user calls in again to renew the claim on the prospect, another 30 days protection is added.

Mr. Pickett's own prospects are picked very carefully, because as a one-man sales force he says that he cannot afford to run hither and yon chasing duds. He cautions that being bashful about asking for a signed order is a sure way to red ink. "Ask for the order often, for the order is often there for the asking," poetically stated Mr. Pickett.

HE KEEPS ON ASKING

He then related one instance in which he asked for an order three times during the course of a sales talk, being refused each time. On the fourth try the prospect reached for a pen and another order was in for Pickett.

Everything pays its way at this store—no deadwood allowed. The two service men not only do service on the boxes sold at the store, but also take work on all refrigerators. As a result, this department pays half of the overhead of the entire store. "No dead cats on our line," put in Mr. Pickett. Trade-ins are also reconditioned for sale in this department.

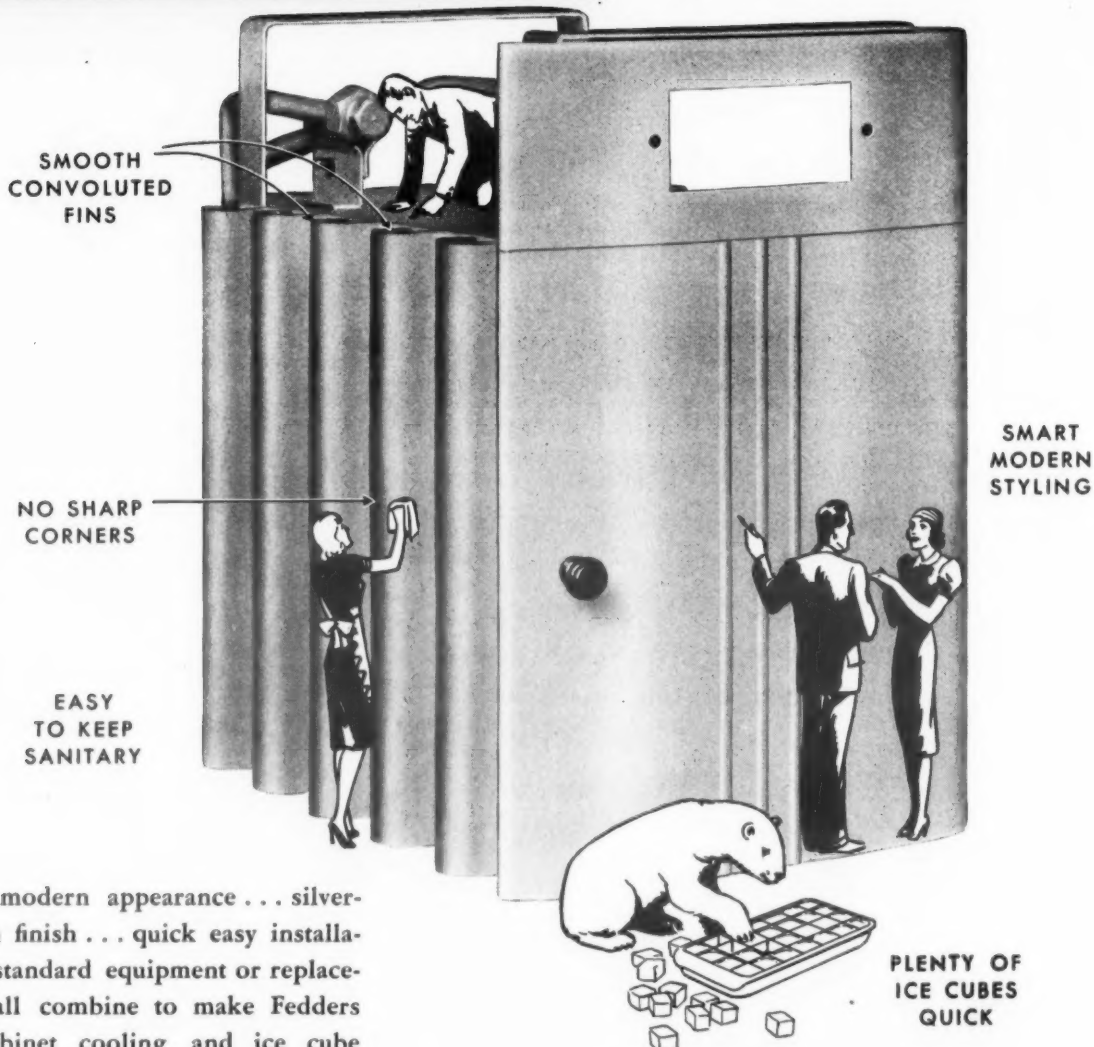
This spring Mr. Pickett was hot-foot after the rural business in the farm territory surrounding Greensboro. He carries the right prices in his merchandise—either new or used—to take care of this new avenue of trade, he believes.

3 Refrigerators Only Half-Day's Work For Carolina Dealer

SUMTER, S. C.—Of course he couldn't get up full steam, because it was a half-holiday for local merchants, but Bill Cannon, owner-manager of Cannon Electric Co., Westinghouse dealer, managed to make the following sales—and for cash!—between 8:30 a.m. and 1 p.m.: Two 6-cu. ft. refrigerators, one 5½-cu. ft. refrigerator, one electric range, an automatic roaster, a coffee maker, a 12-inch pedestal fan, a radio, a toaster, a waffle iron, and a set of utensils for the range.

REFRIGERATION MEN ARE FINDING
THIS NEW FEDDERS
SMOOTHLINE EVAPORATOR
EASY TO SELL

because it's easy to keep clean!



ALSO modern appearance . . . silver-satin finish . . . quick easy installation for standard equipment or replacement,—all combine to make Fedders 1939 cabinet cooling and ice cube making evaporators the best buy in the refrigeration industry. Built in 2, 3, 4 and 5 tray sizes, they provide a beauty treatment for refrigerator interiors. Arranged for top or bottom feed with Fedders expansion valves, they make a complete economical low side. Write for specifications and prices.

**FEDDERS
MANUFACTURING CO.
BUFFALO, N. Y., U.S.A.**

Fedders complete line includes Finned and Plain Tube Coils, Standard and Low Temperature Unit Coolers, Evaporators, Condensers, Valves, Oil Separators, Heat Exchangers, High Side Floats, Air Conditioning Units and Coils.

ARE YOU GETTING YOUR COPY OF THE FEDDERS NEWS?

Sell Something Easy to SELL!

The New H. & H.

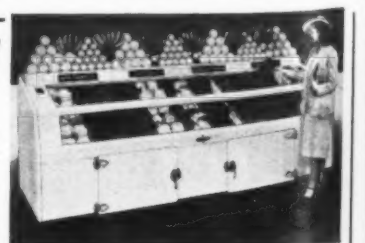
PRO-DU-SELLER

Double Duty Vegetable Case

Designed by a Master Merchant FOR MERCHANTS. Height 52 in. New hydrator refrigeration principle. Equipped with exclusive H. & H. illuminated "Sales Increaser" Panels. The fastest selling, biggest money making case on the market. Get this case in your line NOW.

Write for information regarding franchise for H. & H. Refrigerator Products in Your Territory

HOLCOMB & HOKE MFG. CO., Indianapolis, Indiana



Commercial Refrigeration

They Say It's the Only One of Its Kind



Use of stainless steel for all fixtures, including even the refrigerated display cases as shown above, in a Bridgeport, Conn. market is said to be the first time such a thing has been done. The fixtures are cooled by an "individualized" Mills refrigeration system.

Bridgeport Giant Market Gives Trial To All-Stainless-Steel Cases

BRIDGEPORT, Conn.—All stainless steel refrigerator fixtures and "individualized" refrigeration systems for the various fixtures distinguish the second huge market recently opened here by the Giant Shopping Center Co.

It is thought that this store is the first in the world to be equipped with stainless steel showcases, all cases and paneling in the meat department being of stainless steel inside and out. The cases are trimmed with stainless steel moulding with a red stripe.

The fresh meat and delicatessen departments in the Giant Shopping Center's new market occupy a space

of 76 feet. Other departments in the big market are dairy, grocery, fruit and vegetable, bakery, candy, tobacco, and beverage.

Seven Mills compressors supply the refrigeration—one 2-hp. unit, three 1-hp. units, one 3/4-hp. unit, and two 1/2-hp. units. In addition to the display cases and reach-in boxes, there is a large cooler and large beer counter which are also refrigerated.

Bush coils are used in the refrigerating systems.

The stainless steel feature was conceived, manufactured, and installed by the Leon Store Fixture Co. of Bridgeport.

Demonstration Aids Milk Cooler Sales

MANCHESTER, N. H.—On-the-farm demonstrations figured prominently in the electric milk cooler campaign staged this year by Public Service Co. of New Hampshire. To clinch sales in this way, representatives of the utility simply mounted one of the units on a company truck, drove to the prospect's farm, and plugged the unit into the nearest convenient outlet.

In some cases, demonstrations of this sort resulted in immediate sales, and the demonstration units were simply taken from the truck and installed on the spot.

During the campaign, which lasted about four months, five carloads (150 units) of milk coolers were sold. These units were purchased from Kelvinator at a price which enabled the company to realize a satisfactory profit by selling them for a cash price of \$199.95. Time payments, with \$10 and 36 months to pay, also were allowed, but naturally a carrying charge was added in such instances.

The coolers were sold throughout the utility's territory, after having been distributed from the company's headquarters here. Forty-five members of the utility's sales force participated in the drive.

Each of the coolers consisted of an insulated box holding four 10-gallon cans and a refrigerating machine driven by a 1/4-hp. motor. A dry-type cooler, the unit was said to consume (on the average) 60 to 75 kwh. per month.

The Milk May Seem Out of Place--But It Isn't



Package liquor dealers are finding that their customers are often in the market for cold meats, relishes, and other ingredients that will make up a party "snack" or a "hurry-up" lunch. Thus, they are good prospects for delicatessen cases for use as illustrated in this picture.

Liquor Dealer Tells How He Uses Display Case For 'Extra Business'

OAKLAND, Calif.—L. E. Quarnstrom, package liquor dealer of this city, points the way to additional sales of refrigeration units to liquor stores. He has not only a refrigeration unit for beverages, but one for

delicatessen products, too.

"More and more," says Mr. Quarnstrom, "beer, wines, and liquors are being recognized as part of the daily food program. I had a demand for certain products, so I put in the second refrigeration unit and stocked sausages and other types of food products for the hurry-up lunch that many people have to arrange unexpectedly. Later I added to my stock milk, eggs, and other dairy products commonly sold in delicatessens."

Wanted—Not Men Who Can Stay Out of Bars, But Men Who Can Get Out

GRAND RAPIDS, Mich.—Wanted—one bar equipment salesman who can get out of a tavern as well as into it!

That's the type of "help wanted" advertisement which Walter Lang, who manages sales of Brunswick "Blue Flash" refrigerators and of "Silver Flash" beer dispensing equipment for Dygert Distributing Co., would like to use—for obtaining that type of men seems to be one of his biggest problems.

To really sell beer cooling and dispensing equipment, Mr. Lang explains, a man must be able to fraternize with barkeepers and tavern owners (many of whom are a pretty rough sort) and to talk their lingo.

This part of the requirement isn't so tough. Almost any salesman is willing to "socialize" with his prospect to the extent of a few beers. The real problem, according to Mr. Lang, is to get a man who will go this far and no further—who can take a few drinks without spending the rest of the day in his prospect's establishment.

Dahl Talks on Selling

ST. LOUIS—H. A. Dahl, Kelvinator regional sales manager, addressed a recent luncheon meeting of the Chamber of Commerce Sales Managers' Bureau at the Hotel Jefferson on "Training at the Point of Sale."

Danish Food Habits Might Boost Refrigeration

NEW YORK WORLD'S FAIR—Denmark's newly enlarged Pavilion restaurant features an electrically refrigerated oval metal table snack bar and Akvavit, favorite Scandinavian drink, frozen in square blocks of ice.

The "frigoplate koldebord" (cold table) stands in the center of the large restaurant and is loaded with a large variety of dishes, including fish, salads, meat, and cheeses, kept cold by the table's refrigeration system. Individual "koldeboards" are served at each table, and, although primarily an appetizer, really constitute full meals in themselves.

The new schnapps bar in the Danish eatatorium, 25 feet long, supplements the horseshoe bar originally installed, and is outside the restaurant proper, but diners can be served by means of a wall opening through which drinks are passed. Imported Danish beers, as well as the iced Akvavit, are favorites.

The bottled native drink served sealed in ice is an innovation in this country, and the method of serving the drink has since been introduced in several New York hotels.

Originally built to seat 110 diners, the restaurant has been enlarged to accommodate 18 additional tables, bringing the seating capacity up to 180. The increased patronage in the restaurant by Americans as well as Scandinavians is evidence, officials point out, of the popularity of Danish foods and beverages.

IT'S MIDWEST BUILT. It's BETTER BUILT

COMMERCIAL REFRIGERATORS

Two display case lines—"All-Porcelain" with deluxe features and "Leader" in Dulux—priced to give outstanding value plus a complete line of "Reach-in" refrigerators (13 to 84 cu. ft. capacity) should make MIDWEST your first choice!

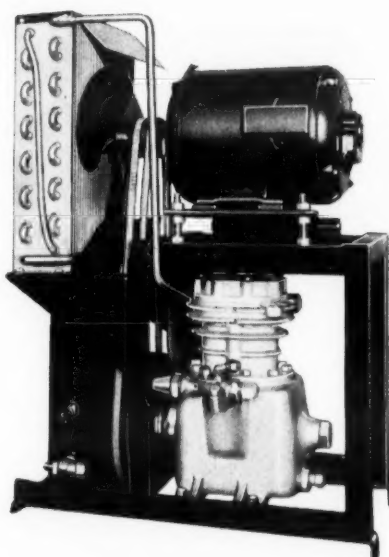
Some Good Territories Still Available

Write or wire for Complete Information

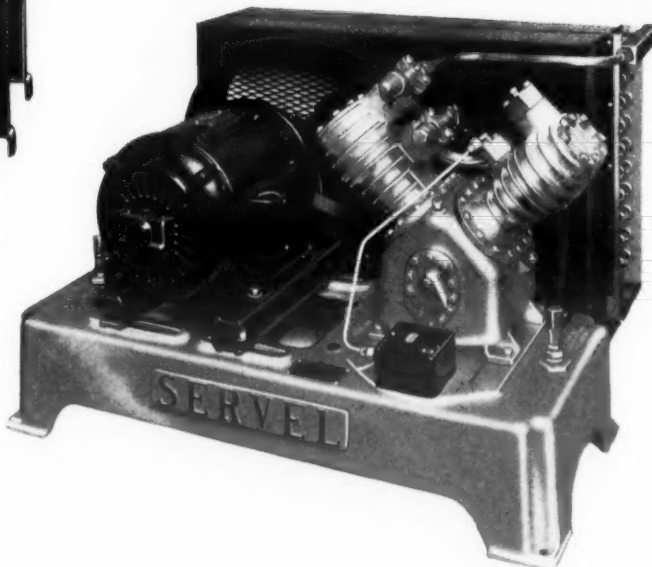
MIDWEST

MFG. COMPANY • GALESBURG, ILL.

EXPORT SALES DIVISION: 330 S. WELLS ST., CHICAGO, ILLINOIS, U. S. A.



Above—Servel Model LSY-33V vertical unit for frosted food cases. 1/2 H.P.



Right—Servel Model LQ-200 low-temperature unit for counter freezers, hardeners, etc. 2 H.P.

IN the fast-growing field of low-temperature refrigeration, Servel "Silver Fleet" units are proving their worth!

In ice cream cabinets, in frosted food cases, in counter freezers, in storage lockers and in every other type of installation that requires high efficiency to meet high compression ratio—QUALITY COUNTS.

It is only natural that dealers and manufacturers should turn to Servel for these

low-temperature units, because Servel has the longest record of experience in the manufacture of low-temperature units using modern refrigerants.

Quantity buyers of low-temperature units report savings of more than 50% in service and maintenance after switching to Servel "Silver Fleet" units.

A card or letter will bring further details.

SERVEL, INC.

ELECTRIC REFRIGERATION AND AIR CONDITIONING DIVISION
EVANSVILLE, INDIANA

Department Stores

Refrigerators Again Lead Other Sales Gains In Virginia

ALEXANDRIA, Va.—Paced by a refrigerator total of 1,342 units, dealer sales of major appliances in Virginia Public Service Co. territory totaled 1,955 units during June, according to reports made to the utility's headquarters.

Electric range sales also spurted during the month, totaling 118 units to rank in third place, next to washers, in the appliance figures. Washer sales in the territory amounted to 370 units.

Fifty-three hot water heater sales also were reported during the month, and commercial refrigeration installations showed the encouraging total of 47 during the period. Ironers were low on the major appliance list with 16 sales.

Refrigerators lead six-month sales with 5,208 units, with ranges totaling 554 units, and water heaters 246. Following is a comparative tabulation of half-year sales in the territory for this year and last:

	1939	1938
Refrigerators	5,208	4,052
Ranges	554	526
Water Heaters	246	228

Store Sells For Dealer On 'Consignment' Sales Plan

GREENSBORO, N. C.—Refrigerators are sold on consignment at the Teague-Mackie Furniture Co. here—and it is working out right well. By arrangement with an appliance dealer in town, this store displays a few refrigerators on their large furniture sales floor.

If the model desired is not on the floor, the prospect is referred to the fully stocked dealership. Whether the box is sold at the Teague-Mackie store or at the dealer's, the commission received is the same.

Many of the sales for refrigerators come from the many house furnishings customers of the store. Although it is really a "convenience" item for these customers, the store has discovered many advantages to selling refrigerators this way.

Since no trade-ins are handled by the store, the commission received on the sale is never reduced by this means. There is no carrying charge or overhead on the refrigerators, as they are bought and financed by the regular dealer. Small display space is needed because the full line is carried at the dealer's store, which is convenient to this furniture store.

Evidence That New York's 'Icebox Roundup' Produced Results



A watery dump near the Astoria gas house in Astoria, Long Island, N. Y., is the graveyard of the thousands of old ice boxes taken in trade in the promotion sponsored this year by Consolidated Edison Co. and dealers in New York City whereby an offer of "\$9.50 for your old ice box, any size or condition" was made to ice box owners who bought an electric refrigerator. Before the boxes taken in the "roundup" were tossed in this junkheap they had holes punched in all four sides.

Stewart Boosts Sales On Solo Selling

INDEPENDENCE, Mo.—Sales in refrigerators for the Stewart Bros. electrical shop were already well ahead of sales for the entire prior year, during the first six months of the current year, M. D. Stewart, proprietor, reports. This is in spite of the fact that the store has done no outside sales work; Mr. Stewart himself makes his own sales follow ups.

Atlanta Store Abandons 'Cooking School' For A 'Variety Show'

By Robert Price

ATLANTA—It's "ring down the curtain" on cooking schools, and up with the old asbestos on a new variety show to get prospects for appliances at King Hardware Co., Frigidaire and Norge dealer here.

Instead of the old faithful cooking school—that this store feels has had its run—tap dancers, sleight-of-hand artists, and other entertainers were brought together in a "show-stopper" that was designed to prove to potential appliance customers that vaudeville was not dead, but ignored.

As an added feature, included to get the audience in a buying mood, films on the latest improvements in refrigerators and other appliances were shown.

The show was "absolutely free" and was staged in a suburb of Atlanta. Sponsoring the show was a local women's club, which received 10 cents a head for every person they ballyhooed into the entertainment. They guaranteed the King store from 500 to 600 patrons. Among the officers and better-known women of the organization, 600 tickets were distributed.

One ticket was allotted to each family, but everyone in the family was allowed to attend on the single duet. In the show was a sprinkling of local talent who drew a big crowd of the home folks to see their neighborhood favorites perform.

Another drawing card was the offer of prizes that amounted to some \$25. The women's club, which sponsored the event, really worked on the attendance building, for they stood to net \$50 or \$60, according to the "gate."

After the product film had the audience "appliance minded," cards were passed out in order to learn "who had what appliances." These were right to the point, main question being, "What appliance do you expect to buy next?" Just a glance at these cards gave company salesmen all the hot leads they needed.

Preceding the show, the store put out colored broadsides to advertise the show and to start the appliance idea off in good style.

Rike Heads Dayton Merchants Group

DAYTON, Ohio—David L. Rike, vice president of Rike-Kumler Co. department store, has been elected president of the Dayton Retail Merchants Association, succeeding J. J. Leff, manager of the Dayton unit of Sears, Roebuck & Co.

Charlottesville Dealers May Use 'Bluebook'

CHARLOTTESVILLE, Va.—Encouraged by the success of similar agreements in Roanoke, Richmond, and Norfolk, dealers here are considering adoption of a "blue book" plan for appraising and re-selling trade-in electric refrigerators.

Promotion Expenditures Of Department Stores Analyzed In Report

NEW YORK CITY—Newspaper lineage and window display together accounted for more than 75 cents of every promotional dollar spent last year by department and specialty stores, according to an analysis of publicity expense for 1937-38 prepared by the sales promotion division of National Retail Dry Goods Association under the direction of Alan A. Wells, division manager.

The report commented on the "impressive number of public relations programs inaugurated in 1938—and since," pointing out that in many stores 10% of the entire advertising budget is now set aside for the institutional advertising that is almost invariably a part of such programs.

Both newspaper and display expenses last year (representing 64% and 13%, respectively, of the stores' total advertising appropriations) exceeded corresponding outlays in 1936, but other items of publicity expense showed little or no change. Percentage of total appropriations spent for these minor items was as follows: advertising payroll, 8%; production costs, 4%; direct mail, 5%; miscellaneous (including billboards, car cards, periodicals, and similar media), 6%.

Display, especially, seems to be rising rapidly in the estimation of these retail outlets, the report indicated, and many stores are now giving to this medium 20% of the sum devoted to newspaper space.

Declining business in 1938 generally raised the percentage of dollars spent for publicity by stores in relation to their net sales, the survey showed.

Turning again to the apparently increasingly important field of public relations, the analysis disclosed the fact that a public relations program, long regarded as a luxury or as an advertising manager's folly, is now widely regarded as a necessity and as a sound dollar-and-cents investment.

Practicality of such a program is indicated, the survey continued, by the following three objectives: to make the store a more efficient purchasing agent for its community by determining and meeting customer preferences in both merchandise and service; to create, by presenting the social and economic importance of a store, such a regard for the establishment that many more customers will purchase there instinctively; to coordinate all forces (publicity, advertising, merchandising information, service attitude, employee enthusiasm, etc.) that may be of assistance in "closing" an increasing number of satisfactory transactions.

Burger-Phillips Closes Appliance Dept.

BIRMINGHAM, Ala.—After two years' experience, Burger-Phillips Co., local department store, has closed out its electrical appliance department.



"Even with the small amount of advertising that we have given your paper so far this year, we must give you credit for some of this improvement in business."

"Our plans this year call for a large part of our advertising budget to be spent with your paper, as it has been our experience that the results have more than repaid us. Ordinarily with advertising it is difficult to trace the actual benefits to any particular medium, so our decision speaks for itself."

-- E. M. Flannery, Secy., The Bush Mfg. Co.

Here is another advertiser using the NEWS on a 52-time basis—appearing regularly in every issue throughout the year.

Bush has been an advertiser in the NEWS for many years and is in a position to know the effectiveness of NEWS advertising. It is good to realize that "the results have more than repaid" the cost of their advertising in the NEWS.

So many regular advertisers, like Bush, have told us about the results they get that we do not hesitate to recommend advertising in the NEWS to those manufacturers who desire to reach the industry.

Air Conditioning & Refrigeration News
"The Newspaper of the Industry"

New Parts Jobbing Firm Opens In Los Angeles

LOS ANGELES—New entrant into the refrigeration supplies jobbing field in this territory is Refrigeration Parts, Inc., of which Ray Strahan, formerly manager of Refrigeration Supplies Distributor, is president.

Parts jobbing business is being operated as a department of the company's manufacturing operations, which include the making of soda fountains, back bars and counters, refrigerated boxes, and related equipment.

In addition to condensing units, cooling units, expansion valves, controls, copper tubing, brass fittings, hand valves, belts, refrigerants, etc., the company also handles a complete line of beer equipment, including faucets, pumps, taps, rods, etc.

A. H. Baer Rejoins Frick, To Be In New York

NEW YORK CITY—After an absence of seven years, Alvin H. Baer has rejoined Frick Co. as executive assistant, with headquarters at the New York branch of the company.

He had previously been with Frick for more than 30 years, playing an important part in the development of the refrigerating and ice-making industry, and has several patents to his credit.

He has served as president of American Society of Refrigerating Engineers (1931), and as president of Refrigerating Machinery Association.

Industry's Advertising Leaders To Speak

NEW YORK CITY—Talks by executives of companies in the air-conditioning and electrical industries will figure prominently in the program for the 1939 conference of National Industrial Advertisers Association, to be held Sept. 20-22 at the Hotel New Yorker.

Speakers at the 11 advertising clinics to be held during the conference include Terry Mitchell, Frick Co.; J. L. Rosenmiller, York Ice Machinery Corp.; P. C. Sowersby, General Electric Co.; Stuart Phillips, Dole Valve Co.; Harry Neal Baum, Fairbanks, Morse & Co.; J. M. McKibbin, Westinghouse Electric & Mfg. Co.

Guy Bartlett, General Electric news bureau; Robert Gibson, General Electric; J. H. Cooley, editorial department manager, Westinghouse printing division; W. J. Chappell, Timken Silent Automatic; C. B. Dietrich, Wagner Electric Co.

Clinic discussion topics will include "Making the advertising department a more potent company factor, and why and how advertising men should get out into the field"; "Selling advertising to the sales force, and tying-in advertising with sales"; "Making exhibits profitable at trade and industrial shows"; "How to determine readership value of business papers"; "Publicity—how to prepare it for the trade papers"; "Market information—how to get and use it"; and "Preparation of catalogs and sales manuals."

Cold Storage Door Sales Show Locker Plant Rise

YORK, Pa.—York Ice Machinery Corp. reports a 26% increase in sales of cold storage doors during the past five months over the same period last year.

Greatest market at present is refrigerated locker plants. Approximately one-fifth of production has been directed to this field.

Several new developments are in progress. One recently announced is a safety device which makes it impossible for anyone to be locked in the cold room. This device was specially designed for refrigerated locker plant operators to aid in dispelling fear of customers over being locked in.

Another desirable feature for locker plants is a latch-releasing bar making it possible for patrons to open the door without using their hands.

Church Attendance Is Bettered By Use of Air-Cooled Theater

ESTILL, S. C.—A gratifying increase in summer church attendance in this tiny town has followed a cooperative move by local pastors to hold Sunday services in the city's air-conditioned (and only) theater.

Churchmen were quick to take advantage of the opportunity offered by the installation of an air-conditioning system in the town's new 304-seat theater, particularly since Estill is said to be the smallest town in the United States that boasts an air-conditioned movie house.

Charles Harper, manager of the theater, offered the use of the cool auditorium to help pastors bolster church attendance, which normally

falls off considerably during summer months. Joint services were organized and publicized in church bulletins. Result has pleased both churchgoers and the theater manager. Attendance has soared for both Sunday services and the theater's weekday shows.

Molner Creditors Have Until Sept. 5 To Object

CHICAGO—Creditors of Samuel James Molner, bankrupt, have been notified by Carl R. Chidblom, referee in bankruptcy, that Sept. 5 has been set as the last day for the filing of objections to the discharge of said bankrupt.

Appropriate order, granting discharge or setting objections, if any, for hearing, will be entered by the referee in bankruptcy in open court on Sept. 13, at 10 a.m. in Room 1803, 7 S. Dearborn St., Chicago.

Jansen Heads Servel's Rural Promotion

EVANSVILLE, Ind.—A special rural sales promotion division has been organized by Servel, Inc. to push sales of Electrolux refrigerators in areas beyond the gas mains. Dolph Jansen, Jr. has been placed in charge of the department.

Mr. Jansen formerly was assistant sales promotion manager under H. S. Boyle, and has served in that department for five years. He has long studied rural sales problems.

Schlemmer With 'Sandy'

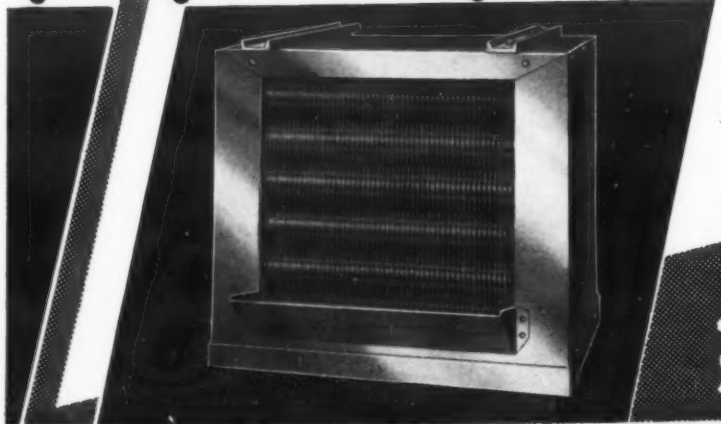
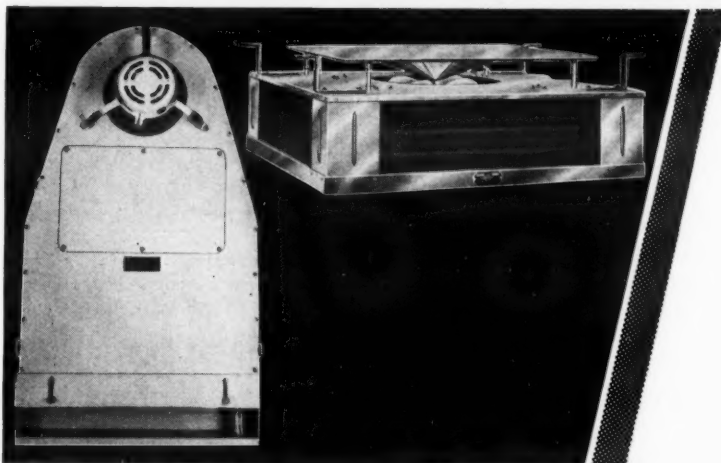
SAN FRANCISCO—John Schlemmer has joined California Refrigerator Co., parts jobber here. He was formerly employed by Rex Refrigeration Service Co., Inc. in Chicago.

FTC Order Hits False Use of 'Made In USA'

WASHINGTON, D. C.—Federal Trade Commission has issued a "cease and desist" order against Fee & Stemwedel, Inc., Chicago, directing that company to discontinue passing off imported barometers, thermometers, etc. as domestic products.

In the order, the respondent company was directed to discontinue the practice of obliterating or concealing the stamp indicating place of manufacture, except where necessary in completing manufacture; representing through use of the term "Made in U.S.A.," or in any other manner that products made in whole or in substantial part in other countries are wholly of American manufacture, until such is a fact.

AN ADVERTISEMENT BY THE BUSH MANUFACTURING COMPANY OF HARTFORD, CONNECTICUT



*Best for the engineer
who installs best for
the engineer who specifies*

BUSH Recold and Finned Tube Products are used by many of the largest manufacturers of domestic and commercial refrigeration equipment. Thirty-three years of experience in the fabrication of Finned Tube Products has developed BUSH manufacturing facilities to a degree unsurpassed in the refrigeration industry.

BUSH RECOLD Supreme Unit Coolers represent a distinct advance in forced air evaporator design. A large amount of surface and low air speed combine to produce wide air distribution with these exceptionally compact units.

BUSH RECOLD Defrosto Unit Coolers incorporate a completely new method of defrosting in which ordinary tap water is used. The simplicity of water defrosting plus the short time required (3 to 4 minutes suffice even at low temperatures) cuts warm-up time — permits the user to defrost manually with ease.

BUSH RECOLD Panel Coolers are ideal for fast cooling in display cases and small refrigerators where space is limited. Casing is of corrosion resistant galvaneal steel attractively finished in white baked enamel. Squirrel cage fan assures soft, slow but positive air movement. Adjustable nozzle permits air control for different length cases.

The new BUSH Catalog contains data of value to all air conditioning and refrigeration engineers. Every page is interesting and instructive. Write for your copy today.

Finned Tubing by **BUSH**

AIR CONDITIONING & REFRIGERATION NEWS

Trade Mark registered U. S. Patent Office; Established 1926 and registered as Electric Refrigeration News

Published Every Wednesday by
BUSINESS NEWS PUBLISHING CO.
5229 Cass Ave., Detroit, Mich.
Telephone Columbia 4242

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Little Things That Start Big Fights

TIME payment terms can be fully as potent a price-cutting weapon as discounts, rebates, excessive trade-in allowances, or open reductions. As a matter of fact, most refrigerator buyers want to know only "how much down and how much a month," anyway.

So the news that New York's Consolidated Edison Co. and the Philadelphia Electric Co. are now allowing up to five years to pay for an electric refrigerator will be disturbing to many readers. It is also a scowling matter when one learns that the Philadelphia utility takes down payments as low as two dollars, and the New York utility accepts down payments of five dollars.

Metropolitan Markets Especially Price Conscious

New York and Philadelphia are unusually jittery markets, anyway, and the establishment of lengthy terms like these by the utilities may lead to reprisals from the big department stores and the chains. Small dealers and even the larger independents probably can't match such terms—but they will no doubt find other ways of meeting the competition.

Not only are excessively liberal terms breeders of price wars, but the experience of the large finance companies seems to show conclusively that the no-down-payment-take-your-time-on-installments policy is invariably costly and unsound.

Longer Terms Breed Higher Repossessions

One of the biggest of the finance companies reports that repossessions on refrigerators sold on terms longer than two years are almost three times as many as on those sold on 12-months' terms.

Both the National Retail Dry Goods Association (department stores) and the National Retail Furniture Dealers Association have come out in favor of the 10% down and 24 months to pay installment plan, and in the last year or so most of their members have

stuck pretty close to these standard terms.

Independent dealers operating with the national finance companies also have been, for the most part, offering these terms. The success of this policy and the low rate of repossessions experienced by those who have adopted it have become well recognized. It had been hoped that a measure of stabilization had been achieved on refrigerator installment sales.

And now come two large and powerful utilities to start "selling terms—not merchandise" again. Their memories must be short. Can it be that they have forgotten the anti-utility merchandising legislation—predicated on just this sort of devil-take-the-hindmost competition—of a few years back?

Distribution Costs

WILLARD L. THORP, who is both director of research for Dun & Bradstreet and special economic adviser to the Secretary of Commerce, is doubling in brass as chairman of the Twentieth Century Fund's Committee on Distribution. In this latter capacity he and his staff have been making some interesting findings.

For example, his committee finds after extensive surveys, graph plottings, and pie chartings, that about 59 cents out of the consumer's dollar goes for services involved in distribution, whereas production accounts for only 41 cents of the dollar.

Percentage Higher In Refrigeration Industry

That figure may surprise and even shock the uninitiated. It will hardly raise an eyebrow in the refrigeration industry, however. The percentage in favor of distribution is often higher in this industry than the general average arrived at by the Thorp committee.

The increasingly important role of distribution in the American economic system is shown by the committee's figures on the proportion of workers employed in distribution as compared with those employed in production.

In 1870, among all gainfully employed workers, approximately 75% were employed in agriculture, manufacturing, and other production activities, while 25% were in distribution and service. By 1930, the workers in production had dropped to 50% of the total, while the proportion of workers in distribution and service had doubled to become the remaining 50%.

In arriving at an estimate of the total cost of commodity distribution, the committee takes as a basis the year 1929, when a larger volume of goods was produced, distributed, and consumed in the United States than in any other year of its history.

27 Billions for Production, 39 Billions for Distribution

Total amount paid by household consumers for finished goods in that year was nearly 66 billions of dollars. Of the total, the committee estimates that slightly more than 27 billions of dollars was the cost of production of these goods, while 39 billions of dollars was the cost of distributing them.

They'll Do It Every Time . . . By Jimmie Hatlo



Breaking down this latter sum, Mr. Thorp's group finds that nearly 13 billions were paid for retail distribution, nine billions for manufacturers' distribution, nine billions for transportation, seven billions for wholesaling, and one billion for advertising, installment selling, and miscellaneous.

Large Portion of Flow Consists of Recirculation

Mr. Thorp points out that distribution is by no means confined to a straight-line conveyer-like system of manufacturer to wholesaler to retailer to consumer. A large portion of the total flow of goods consists of recirculation—manufacturers selling to other manufacturers for further processing or assembling, wholesalers selling to other wholesalers, farmers selling to other farmers or using their own products for further production (such as corn into hogs).

Another factor in the high cost of distribution is this:

Instead of selling the housewife staples like flour and sugar to be processed in the home into bread and cake, or selling her bolts of cloth to be cut and sewn into dresses, the retailer must now carry in his stock a wide variety of finished products from which the housewife may make her selection for day-to-day needs.

Greater Risks Nowadays In Retailing

Most of these formerly home-made products are perishable, either because of deterioration, or because of rapid style obsolescence. Hence the risks and costs of distributing them are far greater than were those of merchandising the old-time staples.

Also, along with vast increases of population, distribution today must cover far greater territories than it did in earlier times, and must reach more people with an almost infinitely wider variety of products.

Furthermore, because specialized machine production is usually most economical in large plants, the manufacture of many articles formerly produced in almost every locality has now become highly concentrated in a few areas.

Regional concentration has also become pronounced in agriculture.

Mass Production Makes Distribution Complex

Now, while specialized quantity production in concentrated areas has resulted in lower costs and increased efficiency in production, it has at the same time made distribution more complicated and costly.

Concentration of production requires the transportation of raw material to producing centers, and of finished products back to dispersed and distant markets. This transfer costs money, takes time, requires intermediate handling and financing, and involves risks and costs not present in simpler types of economy.

Distributor and Dealer Are the Key Men

In order to have mass production, there must be a mass market—not only for standard, but for new goods. The task of distributors, therefore, is not merely to fill existing demands, but to create new demands for new products as they appear.

The distributor and the dealer are the men upon whom the entire economic machine depends. Their problems are recognized as the most acute. And no thoroughgoing student of our economic order begrudges them the percentage of the "take" which they receive.

LETTERS

Is It a Nevco-Aire Or a Frigidaire?

Nevinger Mfg. Co., Inc.
Greenville, Ill.

Editor:

The writer read with interest your article on the front page of your July 5 issue of the News, relative to the air conditioner installation for the Beacon Light Service Station, for Dr. J. H. Hammon of Vincennes, Ind.

First you will note that his name is spelled Hammon and not Hammond as you have it written. The air-conditioning unit installed in this service station happens to be a 3-ton specially designed Nevco-Aire unit and unless it has been removed, and replaced with another make in the last week, it is operating today, as

I personally installed this unit some six weeks ago.

The doctor does have a 3-ton Frigidaire unit installed in his residence, and one in his office building, but we do have our equipment installed in the service station, dormitory, and cafe in connection.

We do not know how the story was given, that there was a Frigidaire unit installed on this job, and as I have said before unless our unit has been taken out within the last week, with the best of our knowledge our unit is still in operation. I was over there about 10 days ago, and inspected the job, and at that time the unit was giving complete satisfaction.

CARL NEVINGER,
General Manager

Liquid Carbonic Makes Frosted Food Cases

The Liquid Carbonic Corp.
3100 S. Kedzie Ave.
Chicago, Ill.

Editor:

In your June 7 issue we note you list (page 19) manufacturers of frozen food cabinets.

Although not listed in your paper, we wish to advise that we also make frosted food cabinets.

W. D. JORDAN, Sales Manager,
Specialty Products Division

Mr. Wilkie Is the Kind Of Subscriber We Appreciate

Robert Wilkie
Electric Refrigeration Service
10 Raymond Ave., Batavia, N. Y.

Sirs:

Enclosed please find check for year's subscription of your News. To be issued to H. M. Perry, Franklin St., Akron, N. Y.

Mr. Perry is an ice cream manufacturer and has 250 ice cream cabinets in the field. But he has never seen your News. I'd like you to send him the issue beginning May 31 as it contains some information about refrigerated trucks that will be valuable to him. I am glad to get you a new customer as I appreciate your paper very much.

ROBERT WILKIE

The Wish Is Mutual, Mr. Rice

51 St. Helena St.
Perry, New York

Sirs:

Enclosed you will find 20 cents for which please send to above address one copy of your Specifications of the leading 1939 domestic electric refrigerators.

I wish I had known about the News long ago.

EUGENE L. RICE

Westinghouse Electric Supply Co.
120 S. 30th St., Philadelphia

Sirs:

We wish to renew our subscription of your valuable publication AIR CONDITIONING & REFRIGERATION NEWS, starting with your issue of June 21, 1939.

M. SINGER

Goes for Swim, Stays Near Dry Ice



Carl E. Stahley, automobile editor of the Cleveland Press, has an idea for cooling the interior of an automobile. He takes an ordinary metal soap basket, hangs it on the instrument panel of his car, and places in the basket a 10-cent cake of solid carbon dioxide—as shown in the picture above. Mr. Stahley relates (in the Press) his first experience with this home-made device as follows: "I closed all the car windows except one, which I left lowered about a half inch from the top, and opened the cowl ventilator. We were all set for a cool ride, and, believe it or else, the breeze rushing in from the cowl ventilator sent those cool fumes from the dry ice circulating around our feet and we were as cool

as an ice cream bar in Louie's container. We drove for an hour and then stopped at the Gordon Park bathing beach. We invited a feminine bather to sit in the car. Her girl companion had some difficulty getting her to disembark from the cool compartment. . . . For a long drive on the highways you will find 'Dry Ice' a good companion. The system works much better on the move than on the standstill. It helps, even with car air-conditioning systems." J. G. Niederriter of Cleveland (who signs himself "Faithful Reader") sent us the clipping, and suggests: "Let's have some of that snappy comment from your engineering department as to the practicality of the scheme outlined." What do other readers say?

LETTERS

Here's An Opportunity:
Ready-Made Dealer
Organization For Hire

415 N. Franklin St.
Danville, Ill.

Editor:

In regards to your editorial in June 28 issue of AIR CONDITIONING & REFRIGERATION NEWS, headed "Commencement" with reference to the need of good refrigerator and air-conditioning salesmen, I believe I can be a bit of help to the industry. Briefly I will outline the situation.

I have been in the appliance business the last 10 years. March 1, 1937, I was employed to manage an appliance department in a local department store employing at the time three salesmen and doing less than \$30,000 per year.

The end of the fiscal year, 1937, we had increased the business to \$100,000 and employed eight salesmen, two truck drivers, and two service men. In 1938, we continued the same volume, and in 1939, for the first four and one-half months, we sold \$60,000 in household and commercial refrigerators and appliances.

On June 16, 1939, I resigned my position after six of my salesmen and two service men, and two truck drivers had resigned. The resignations were brought about by a series of instances, but mainly compensation.

The truck drivers were only being paid \$13 per week, and delivering between \$12,000 and \$15,000 in merchandise every month, and averaging over sixty hours per week; service men receiving \$70 and \$90 a month, plus gas and oil, and each of them driving over 2,500 miles in June, 1939; and the salesmen were not being paid in accordance with their sales and efforts.

I attempted for 30 days to negotiate with the firm and stave off the mass resignation, but after failing, I resigned, well realizing that without a sales organization in complete harmony with service and maintenance, I was fighting a losing battle. Bear in mind the fact that these men had all been with me two and one-half

years. Compare this with the average appliance organization.

We were selling General Electric appliances, household and commercial; Curtis, Ice-O-Matic, and Servel compressors; Peerless coils and valves; Schmidt and Midwest cases and coolers; Unda-bar coolers; Maytag washers; Stokol stokers; and private brand refrigerators.

I will attempt to give you a mental picture of the individuals in the organization, knowing I cannot do them justice.

T. G. Potter, a General Electric salesman for over twelve years. A Topper and sales leader. Honest, dependable, and a most remarkable record for clean sales and large volume. Also experienced in stoker and commercial sales. Age, about 45.

W. C. "Doc" Bolt, specialty salesman for over twenty years. Five years in household and commercial sales. Also especially good in selling household appliances. Age, about 40.

Earl B. Chambers, an automobile dealer for about fifteen years, U. S. Deputy Marshal about six years, and since has specialized in air conditioning and heating. Especially good on large jobs and selling committees and boards. Age, about 48.

Philip "Chick" Kaneen, age 27, sold appliances six years. Very good on radios, washers, and refrigerators. Honest and dependable.

Victor G. Gross, fast selling and fast closing. Household and commercial man. Average sales over \$3,500 per month. Age, about 30.

George Hefron, one of the best commercial and household refrigerator service men I ever worked with. Has unusual ability. Age, 28.

Glenn Weaver, refrigerator service man and all around service man. Honest, dependable, and also good stock man. Age, 32.

Thornton Haegley, an exceptionally good radio service man. Also services all electrical appliances. Age, 21.

Russell Flaherty, truck driver. The best I have ever seen. Good stock man and mechanically inclined. Age, 27.

John Carter, truck driver. Second to none. Mechanically inclined. Age, 27.

Myself, Harlan Swisher, 28 years old, and believe that I am able to hold an organization together and merchandise appliances. I stand on my past record.

Surely an organization of this type deserves a lot of consideration, and naturally we would like to hold together, if it is at all possible.

HARLAN SWISHER

Further Information on Refugee Reichsfeld
And His Attempts To Flee Vienna For America

Editor's Note: Many subscribers to the News are familiar with the sad situation of Alfred Reichsfeld, formerly a prominent Viennese manufacturer and assembler of commercial refrigeration equipment.

Mr. Reichsfeld, who is Catholic but "non-Aryan," was dispossessed of his business, his home, and all his worldly goods after Austria was "absorbed" into the Greater Reich. His family has been broken up.

Facing possible starvation or concentration camp, he wants desperately to emigrate to the United States, but cannot be admitted for several months, it appears, because of quota restrictions. Sympathetic Americans who may wish to contribute to a fund for Mr. Reichsfeld's passage may send checks to the News.

The following three letters bear on the case.

Wien Postamt 75
Laxenburgerstrasse 36, I Stock
Vienna

Editor:

Yesterday I received from Mr. George Tigar of Chelsea, the following letter:

"I have your letter of June 11 and I have forwarded complete new affidavits to the Rev. Joseph D. Ostermann at the Committee for Catholic Refugees from Vienna, 123 Second St., New York, covering yourself and Mrs. Reichsfeld as you requested, including a special copy to Miss Hope at the Vienna Society of Friends. I sincerely hope this will enable you and Mrs. Reichsfeld to depart without any more undue delay."

Being indebted to you for the rela-

tion with the Mr. Tigar, I hasten to inform you about this reiterated great help Mr. Tigar has granted me.

There are no words which could express what our hearts and souls are feeling.

Should any other letters have been received besides the communications in the issue of June 7, in my request to the American colleagues, let me kindly know please.

Meantime believe me to be, with most sincere greetings,

ALFRED REICHSFELD

E. Stern
2, Rue De Longpont
Neuilly-sur-Seine
Switzerland

Editor:

I thank you very much for your kind letter of June 14. I had already read your information about Mr. Reichsfeld in the News, and I am very glad to see that you take so much trouble to get this poor man over to the States.

I am not quite clear about what you exactly want to know from me. The only thing that I wish to recall to your attention, and of which you are probably aware yourself, it that you should not send any money over for him, to Germany or Vienna, or anywhere else.

I think the best way to do it is, when you have collected the amount needed for getting him to Cuba, viz: \$350., to pay it into an American Bank, at his disposal, and to send over a certificate from this Bank, stating that they hold the funds at disposal of Mr. Alfred Reichsfeld, to the address of his son, Mr. Robert

Reichsfeld, c/o Mr. Ljungs, Chocolate Factory A.B., Malmo, Brogatan 5, I think this is the best way to do it.

I shall be very glad to learn further whether you succeeded in getting him out, and I think that during these troubled moments, many of his colleagues will be full of envy towards him, and should also prefer to be on the New Continent rather than on the Old one.

E. STERN

Consulade De Cuba
Detroit, Mich.

Editor:

In answer to your letter of June 10, I am glad to inform you that all immigrants going to Cuba, are required to meet the regulations actually in force.

The refugees you refer to, were not in this case therefore they were not allowed to land in Cuba, where there are heretofore more than 2,000.

The first step for any person wishing to go to Cuba as an immigrant is to see the nearest Cuban Consul in Europe, where he will be instructed about the necessary requirements.

IGNACIO DE ALGARRA,
Consul of Cuba

West Terre Haute

Refrigeration Specialists
We Service All Makes
Including Ammonia
R. R. 1—Box 405
West Terre Haute, Ind.

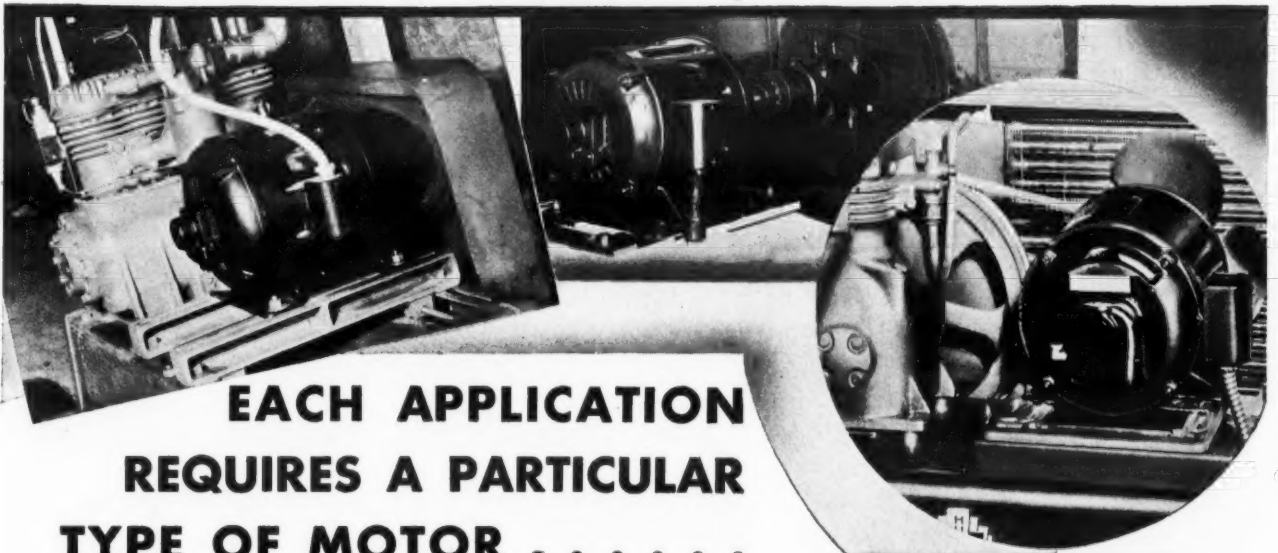
Sirs:

Am enclosing check for \$2 for your manuals A-6 and A-7 on air conditioning.

We get a lot of information out of the News each week.

C. F. MOELLER

WAGNER MOTORS - for Reliable Service

EACH APPLICATION
REQUIRES A PARTICULAR
TYPE OF MOTOR

A Good Motor is Not Enough, It Must Be the Right Motor for the Job. The selection of the right type of motor is a task that should be delegated to the motor manufacturer. Wagner builds such a wide variety of types and sizes of motors that usually there's a motor already available to exactly meet the requirements. And Wagner motors are dependable. They give continuous trouble-free service, requiring very little maintenance other than periodic inspection and lubrication. Their construction features and mounting dimensions are such as to be readily adaptable to the design of the equipment they are to operate.

Wagner motors have the necessary electrical and mechanical characteristics to adequately and efficiently meet the starting, running, and overload requirements of your equipment.

The wrong choice of motor today will reveal itself in an avalanche of complaints and declining sales years hence.

Let a Wagner sales engineer assist you in your motor selection. He is a factory-trained motor-expert and can make unbiased recommendations as to the right motor for each job.

Write for Bulletins 177 and 182 which completely describe and illustrate Wagner motors that are used on all types of air-conditioning equipment. No obligations.

W39-14A

Wagner Electric Corporation

6400 Plymouth Avenue, Saint Louis, Mo., U.S.A.

MOTORS - TRANSFORMERS - FANS - BRAKES

In order to properly select a motor to drive any part of the equipment of an air-conditioning plant, the following points should be considered along with the first cost and maintenance.

Load Cycle

What maximum and minimum horsepower is involved, and what is the probable duration of each?

What are the maximum starting torque requirements?

Is the duty cycle continuous or intermittent, and what method of control and overload protection is contemplated?

Power Supply

A.C. or D.C., and frequency if A.C.

Voltage.

Phase.

Special starting current limitations, if any, imposed by the power supplier.

Speed Characteristics

Single constant speed.

Variable or multispeed.

Mechanical Construction

Is open type motor acceptable, or should Splash proof, Totally-enclosed fan-cooled, or Explosion-proof motor be used?

For Your Convenience and Profit!

✓ marks the Spot

where you can get
PROMPT DELIVERY from stocks



Artic

The Preferred METHYL CHLORIDE
for Service Work



E. I. DU PONT DE NEMOURS & COMPANY, INC. • The R. & H. Chemicals Department • Wilmington, Delaware
District Offices: Baltimore, Boston, Charlotte, Chicago, Cleveland, Kansas City, Newark, New York, Philadelphia, Pittsburgh, San Francisco



Engineering

New Device Will Signal Temperatures From Any Refrigerated Fixture

NEW YORK CITY—A plug-in device to signal temperatures, known as the "Thermalarm," has recently been placed on the market by the Thermalarm Co. here.

Designed as an automatic detector and signalling control of temperature, the unit may be used in walk-in refrigerators and display cases, and in the conditioned areas or air mixing chambers of air-conditioning systems. It also has uses in the industrial and heating fields, or as a fire alarm.

The Thermalarm plugs into any electrical outlet, and has a simple dial setting for any required temperature. It can be hooked up to a bell, gong, buzzer, siren, or light to warn the user of commercial refrigeration or air-conditioning equipment in case of breakdown or if the system needs defrosting.

It also can be used as a simple thermometer, and by connection to a relay switch, will function as a thermostat. Four models of the device are available with varying temperature ranges, and special models may be had upon application. Price of standard units is \$10.

Installation Accessories Principles Described In Fedders Literature

BUFFALO—Engineering features of Fedders' complete line of oil separators, heat exchangers, and high side floats is illustrated, diagrammed, and described in a bulletin (No. 391) recently issued by the company.

Built in three sizes for light, medium, and heavy duty commercial installations, the oil separator literally boils the refrigerant out of the oil by means of a self-contained heating element. Forced circulation of hot gas through the copper heating element immersed in sump is claimed to provide quick warm-up. Heating unit operates at compressor head temperature.

Compact and self-contained, and said to be easily installed at any convenient angle, the heat exchangers are intended to increase capacity of single and multiple systems, to take care of extra loads during hot weather, to improve the performance of low temperature systems such as ice cream cabinets, etc. The two larger models have three suction tubes manifolded for minimum pressure drop in heavy duty systems.

'Capacity Booster' Valve of Square D Is Pilot Operated

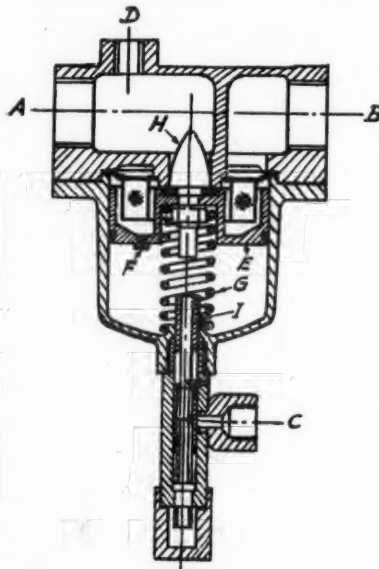
DETROIT—Square D Co.'s new "capacity booster" valves are pilot operated valves of high capacity. The operating piston is large in proportion to the orifice size, with the result that powerful, smooth, modulating action can be obtained. The type of action the booster valve gives depends upon the pilot valve or valves used in the by-pass circuit.

Fig. 1 shows a cross section view of a capacity booster valve together with a "surge control" which is used with the booster valve when it is to be used as a high capacity thermostatic expansion valve.

For thermostatic expansion valve use, the booster valve should be installed with its outlet "A" connected to the inlet manifold of the evaporator. Its inlet "B" is connected to the liquid line from the receiver of the condensing unit.

A pilot thermostatic expansion valve having an orifice size of about $\frac{1}{32}$ inches is connected with its inlet connected to the connection "C." Its outlet may be connected to the bypass return connection "D." The bulb of the pilot thermostatic expansion

How Valve Is Built



(A) Valve outlet connected to evaporator. (B) Valve inlet connected to the liquid line. (C) Pilot valve inlet. (D) Pilot valve outlet. (E) Piston. (F) Orifice. (G) Spring. (H) Restrictor.

sion valve should be connected to the suction line of the coil in the usual manner.

With this hook-up the action of the booster valve is as follows:

When the liquid line to the valve is open and the pressure in the evaporator is low, the pilot thermostatic expansion valve will be open so that it will let refrigerant out of the cylinder and into the booster valve outlet more readily than it can enter the cylinder through leakage around the piston "E" and through the orifice "F."

Consequently, the pressure below piston "E" will be lower than the pressure above the piston which is the inlet liquid pressure. This difference in pressure on the piston acts to move the piston down against the spring "G," drawing restrictor "H" out of the valve orifice to allow refrigerant flow through the orifice.

If refrigerant enters the coil faster than it is removed by the compressor, it will tend to increase the pressure in the coil, and in a very short time the coil will be full of evaporating refrigerant. As the evaporation pressure increases and/or the temperature of the thermostatic bulb is reduced, the thermostatic pilot valve will tend to close off.

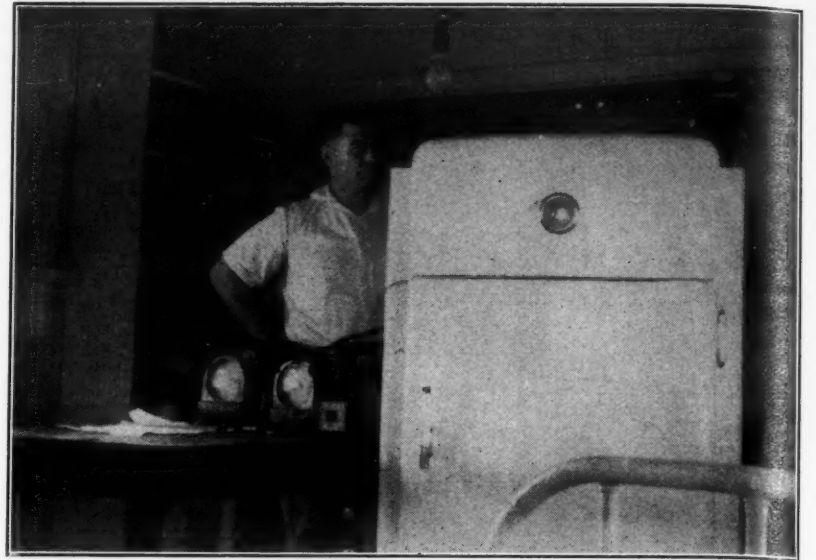
This will decrease the flow of refrigerant from the cylinder below the piston to the booster valve outlet so that refrigerant can leak by the piston and through the orifice "F" into the cylinder faster than it can get out, tending to equalize the pressures on both sides of the piston, allowing the spring "G" to move the piston up. This causes restrictor "H" to meter the refrigerant into the coil at such a rate that the pilot thermostatic expansion valve will modulate and thereby cause the booster valve to modulate so as to just maintain a completely refrigerated evaporator.

The tendency of thermostatic expansion valves to cause surging, especially in high capacity air-conditioning systems, is quite generally recognized as being the result of alternately feeding refrigerant into the evaporator too rapidly, thereby causing the suction pressure to be too high and thermal bulb temperature too low and then stopping the rate of refrigerant flow too much, causing the evaporator pressure to go too low and the thermal bulb temperature too high, which causes the next surge to start.

In making an installation, the "surge control" or stop can be adjusted to give the maximum back pressure desired when the thermostatic bulb is warm and the air temperature over the coil is high. In this way the orifice is actually adjusted to take care of the particular job, and, by limiting the capacity of the valve to the maximum capacity required, tendency to surge is cut.

A small solenoid valve may be connected in series with the thermostatic expansion valve in the pilot circuit, so that the solenoid valve will be open when a thermostat calls for cooling and normal thermostatic expansion valve action would obtain. When the thermostat is satisfied, the solenoid valve would close, causing the booster valve to close, and the evaporator would be "pumped down" for each cycle of the thermostat.

Where They Find If a Unit Really 'Has It'



Lee Bird, Crosley Corp. field engineer in the Southwest, watches over a test of a Crosley household refrigerator in the "desert" laboratory which he set up on the American desert west of Phoenix, Ariz.

Field Engineer Sets Up His Own Laboratory

PHOENIX, Ariz.—The "desert laboratory" established in the desert country west of here by Lee Bird, Crosley Corp. field engineer in the west and southwest territory, to check operation of Crosley refrigerators under extreme operating conditions, is entering its second summer of operation in a place where temperatures often hit the 130° F. mark.

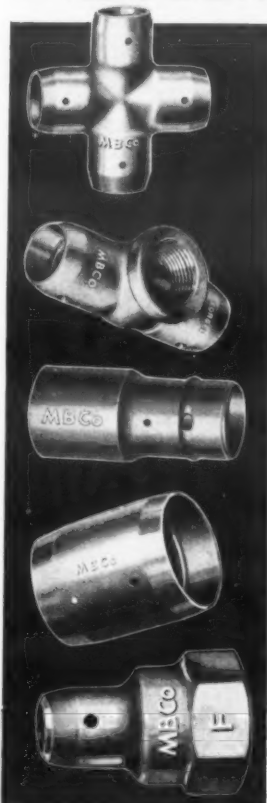
The laboratory consists of a cottage built on the desert sands, with no shade of any kind. The household refrigerating units are tested under operating conditions—that is with full food load and ice making demanded. Records are made of temperatures, and of operating characteristics (cycling, running time, etc.) at various control settings.

New Houston Engineering Firm

HOUSTON, Tex.—Air Rectifying & Engineering Co., 3305 S. Main St., has opened here as a dealership for Norge appliances and Autovent attic ventilating equipment. Pincus Grenadier is head of the new firm.

FORGED BRASS and WROUGHT COPPER FITTINGS

★ REFRIGERATION ★ AIR CONDITIONING



● The use of STREAMLINE Solder Fittings assures permanently tight connections for electric refrigeration and air conditioning work. They are absolutely refrigerant and seep-proof. Vibration cannot work them loose. They form a connection actually stronger than the tubing—yet much lighter and more quickly completed, and they reduce materially your fitting cost.

A WORD OF CAUTION—all solder type fittings are not STREAMLINE. The genuine STREAMLINE Solder Fitting is manufactured by the Mueller Brass Co., Port Huron, Michigan, and certain reliable concerns who hold a License under Mueller Brass Co. Patents.

The service man will find STREAMLINE Fittings more profitable for him to handle and much more satisfactory to install. It is the only solder fitting that possesses the true visual inspection feature of a leak-proof connection.

WHEN YOU ORDER STREAMLINE FITTINGS, MAKE CERTAIN THAT THAT IS WHAT YOU ACTUALLY GET.

Send for our Catalog and Price List showing the most complete line obtainable of Valves, Fittings and Accessories for Refrigeration work. Order through your jobber—he stocks the complete line.

MUELLER BRASS CO.
PORT HURON, MICHIGAN

STREAMLINE
COPPER PIPE AND FITTINGS

BUNDY TUBING

Provides the Strength of Steel with Workable Ductility

BUNDY TUBING CO.
DETROIT

Milwaukee Union Given First Chance To Furnish Salesmen For Dealers

(Concluded from Page 1, Column 1)
additional employees are needed, the employer shall notify the union of such need, and . . . if the union should fail to furnish suitable employees within 24 hours after receiving notice, the employer shall be free to hire non-union employees to perform such additional work, provided, however, that the union office shall be notified by the employer of such non-union employees, and that non-union employees shall make application and become members of the union within 30 days and remain members in good standing, providing further, that they meet the qualifications of the union as to their labor records."

PAY FOR EVENINGS

The agreement covering the furniture salesmen, most of whom in the larger furniture stores also sell appliances, carries a new clause providing that salesmen working after 6 p.m. on Saturday evenings shall be compensated at the rate of \$3 per night in addition to their regular salaries, commissions, bonuses, and P.M.'s.

The new agreement also extends the number of extra nights which a store may remain open from nine to 10, and states that, if these 10 extra nights have not been used during the term of the agreement, they may not be added in the month of December.

Under the article relating to wage scales, a new clause has been added which declares that "if by national or state law, modifications of working hours are established, weekly wages shall not be reduced because of such modifications in this industry."

The first of three other new wage scale clauses provides that all sales written by employees who are not regular employed union salesmen shall be pooled, and commissions and P.M.'s shall be divided equally twice yearly among the regular union salesmen.

The second provides that all T.O., triple, etc., sales sold by persons other than a regular union salesman shall be credited to the last union salesman who had the customer. No salesman shall T.O. to any other person than a regular union salesman, unless all salesmen are busy. Third clause provides that P.M.'s shall be paid semi-monthly or monthly, and deficiencies shall be made up at the end of each month.

THE WAGE SCALE

Increases in wage scales included in the new agreement provide that collectors, other than Club Plan salesmen, shall receive \$7.50 per week for car allowance, instead of \$5 as under the old agreement. The wage scale of skilled service men, tuners and repair men, and outside service men is increased from \$30 per week to \$32.16. The latter receive expenses of 5 cents per mile for use of their personal automobiles.

A new clause is included in the appliance store agreement to provide that each dealer may select any four nights from Monday to Saturday, inclusive, for evening opening. The dealer must file such evening schedule with the union, and post in or about his store the hours so selected. Any dealer wishing to change his schedule of evening store hours must give the union due advance notice.

The agreement also provides that stores are to be closed at 6 p.m. on

all evenings preceding legal holidays, and that no sales employee may work more than three of the four nights as established in the agreement.

Another new clause provides that dealers may arrange to keep their stores open not to exceed nine additional evenings per year in connection with special sales events, provided that sales employees who work in the store these additional nights shall be compensated by a guaranteed minimum of \$3 over and above regular salary and commission. These extra nights are not to be used during December.

Hours, wages, and working conditions for store employees other than those who sell merchandise, who are members of the union, are to be negotiated for individually between the union and the employer.

Cases calling for higher compensation, where employees perform two or more duties so as to come into more than one classification, or disputes arising on salaries, commissions, or rates of commissions paid to employees covered by the agreement, are to be settled by a wage committee composed of the business representative of the union and the employer.

Details of Distributor's Charges Against Union

MILWAUKEE — The Wisconsin Employment Relations Board last week postponed until July 19 the hearing on the complaint of Morley-Murphy Co., electrical appliance distributor, against the Household Furniture & Appliance Sales & Service Men's Union, Local 1343, the Electrical Workers' Union, Local B1092, and the Chauffeurs, Teamsters & Helpers Union, Local 200, charging unfair labor practices, pending possible settlement of the case before that date.

The Morley-Murphy complaint charges the sales and service men's union and its business representative, Herman Burbach, with conspiring to injure the company's business by inducing customers not to accept deliveries, and by threatening company employees. The complaint also accuses Milton Peters of the electrical workers' union and Arthur Lemke of the truck drivers' union of being conspirators in the plot.

Also named in the complaint are Jack Blau, Ray Brasseur, and Andrew Kropf, regular employees of the distributorship, and William and Monroe Blau, occasional employees. At the time of the strike over recognition of the sales and service men's union as sole bargaining agent for the company's employees, Jack Blau, Brasseur, Kropf, and one Anton Mathies were the only union members employed by the company, the complaint alleges.

At the same time, it continues, the distributorship had in its employ 35 persons, 24 of whom were employed to sell, handle, or service merchandise in its wholesale department. The Household Furniture & Appliance Sales & Service Men's Union, through its representative, Mr. Burbach, demanded that the complainant

agree to recognize the union's representatives as the sole bargaining agent in the matter of wages, hours, and working conditions for all employees, the company charges, although Mr. Burbach did not represent, and the employees did not constitute, a collective bargaining unit.

DEMANDED 'CLOSED' SHOP

The complaint further alleges "that notwithstanding the fact that said respondents represented less than a majority of the employees of the complainant in a collective bargaining unit, and notwithstanding the fact that it would have constituted an unfair labor practice for the complainant as such an employer, individually or in concert with others, to bargain with the representatives of the said labor union, the said Mr. Burbach, individually and in concert with the other respondents, and as their representative, demanded of this complainant a 'closed shop agreement,' by the terms of which the complainant would be obliged to coerce or intimidate complainant's other employees in the enjoyment of their legal rights, and to engage in practices with regard to complainant's employees which would constitute an unfair labor practice if undertaken by complainant."

"That in furtherance of the combination and conspiracy to cause or threaten to cause injury to the complainant and to coerce and intimidate the complainant into the signing of such an agreement, the said Mr. Burbach informed Clarence L. Weaver, credit and office manager of the complainant, that he would call the complainant's employees belonging to said union out on strike; and,

in pursuance of such threat, did call a strike on the 27th day of June, 1939, and did cause the truck drivers employed by J. W. Crohn & Son Trucking Co., employed by the complainant, to cease making deliveries of complainant's merchandise, and did cause the said Jack Blau, Ray Brasseur, Andrew Kropf, William Blau, and Monroe Blau to picket the premises occupied by the plaintiff in the pursuit of its business, and did cause the Yellow Truck Lines, Inc., the Motor Transport Co., the West Bend Transit & Service Co., the Gateway City Transfer Co., and Acme Fast Freight, Inc. to refuse to make pick-ups of merchandise for delivery and to refuse to make deliveries of merchandise to complainant, and did interfere with the performance of the contract of Fred Boehme with said complainant for the delivery and installation of the complainant's Kelvinator refrigerators, and did interfere with the performance of the contract of the East Side Radio Co. with the complainant for the servicing of complainant's radios."

"That the said named Jack Blau, Ray Brasseur, Andrew Kropf, William Blau, Monroe Blau, Herman J. Burbach, Milton Peters, and Arthur Lemke . . . stopped complainant's customers entering upon complainant's premises to induce them to refrain from further business dealing with the complainant, and that the said Herman J. Burbach, Milton Peters, and Arthur Lemke followed the trucks of complainant to induce the complainant's customers to refuse to accept deliveries of complainant's merchandise."

"That . . . the respondents informed one Leo Welter, an employee of the complainant, that if he

continued to work for the complainant, the union would get someone else to fill his job."

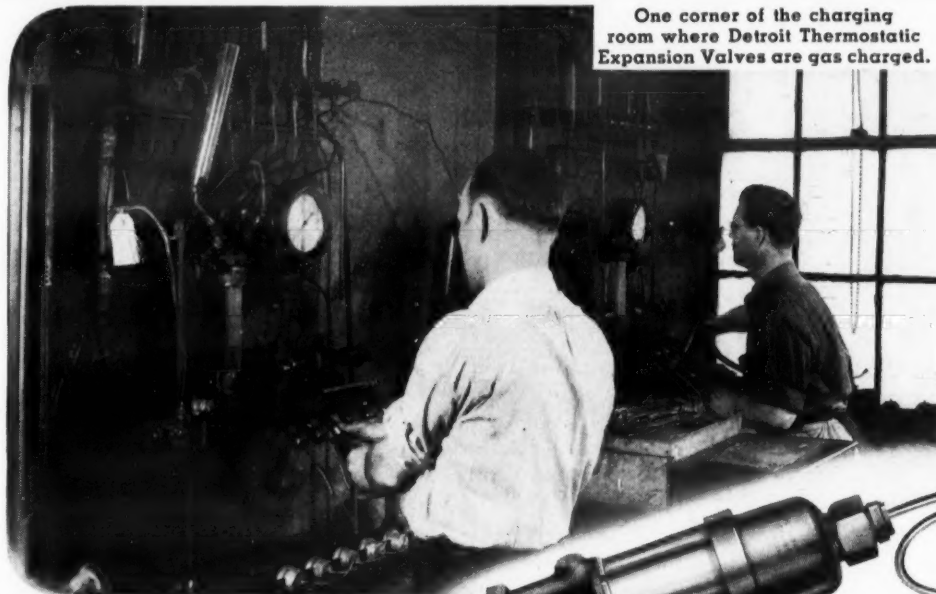
"That . . . the said Mr. Burbach threatened to get the complainant's customers to find fault with complainant's merchandise with the purpose of getting such customers to return the same to the complainant, and to get the dealers' salesmen to boycott complainant's merchandise, and to withhold patronage, labor, and other beneficial intercourse from complainant, to instigate picketing and to cause the refusal to handle, install, use or work on particular merchandise."

CONSPIRACY DENIED

In their reply, the respondents deny eight of the charges alleging conspiracy to injure the distributor's business or to coerce the company into signing a union agreement by interfering with deliveries, threatening employees, or seeking to boycott the company's goods.

Respondents admit that the sales and service men's union, through its agent, did present a closed shop demand, but allege in regard to this "that a subsequent demand was made for a closed shop in such units where the union had a membership of all the employees in such units."

Respondents declare that the law applicable to employment relations affecting the complainant and its employees is covered by the National Labor Relations Act, and that the Wisconsin Employment Relations Board has no jurisdiction in matters affecting the employer-employee relationship of the distributorship and its employees, since the state law does not apply to firms engaged in interstate commerce.



One corner of the charging room where Detroit Thermostatic Expansion Valves are gas charged.

DETROIT GAS CHARGED VALVES

BETTER FOR



MANUFACTURER

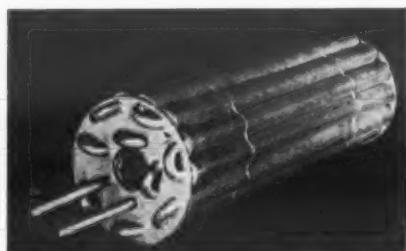


SERVICEMAN



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No Joints! No Leaks!



This ROME Jointless Water Cooled Condenser is a typical example of ROME's ability to provide trouble free condensing equipment. ROME Water Cooled Condensers are used by many leading compressor manufacturers. Write for complete information.

ROME-TURNEY RADIATOR COMPANY

222 Canal Street
ROME, N. Y.

Anaconda Copper Refrigeration Tubes

Coils unroll surprisingly straight



THE AMERICAN BRASS CO.

French Small Tube Branch
General Offices: Waterbury, Conn.

DETROIT LUBRICATOR COMPANY

General Offices: DETROIT, MICHIGAN

Canadian Representatives: RAILWAY AND ENGINEERING SPECIALTIES LIMITED, Montreal, Toronto, Winnipeg



• Take advantage of your Jobbers Cooperation •

Service News

Service Man Gives His Version of 'What's Wrong With the Industry'

Plea for Recognition of Trained Service Men

P. O. Box 533
Mayfield, Ky.
July 4, 1939

Publisher:

I have been reading over some of the back numbers today and I notice an article on discounts.

It seems that some of the manufacturers are leading the public to believe that they are making a

refrigerator for nothing. Buy it for \$99.50 from a mail order house with a 5-year guarantee and try to get service on it. A refrigerator has a failing of breaking down just when it is most needed and the mail order houses require the owner to pack the unit and send it in to them for repairs. Now can you tell me what a customer of theirs is going to think of their products?

MAIL ORDER FIRMS DON'T CARE

I have spent a lot of time taking the Refrigeration & Air Conditioning Institute in Chicago, Ill. course and studying the information given me by several of the leading refrigerator manufacturers. I have found that these companies are willing to help the service man and to sell him repair parts to fix the customer's refrigerator as quickly as possible, thus holding his prestige and goodwill. The mail order house will not furnish any service man or any repairs.

I have been wondering if we service men, who give up our spare time to the study of our trade and go to school to learn more about refrigeration in order to give better service, should not be recognized by the manufacturers in giving better service for their equipment.

HITS 'QUOTA' SYSTEM

One of the greatest troubles with the discounts is that the manufacturer requires the dealer to sell a certain number as a quota each month for a given number of population. This forces the dealer to sell at any price he can in order to sell his quota and hold his dealership. The manufacturer can tell how many units he is going to make that year with this method.

The public has been wise to this for a long time so when they want to buy a refrigerator they look around and find a dealer who has not finished his quota and they can get a larger discount. Then, there

are dealers who think they can stay in business by cutting the price to sell just to keep the next dealer from making the sale, with a profit enough to live and stay in business.

I would suggest that more care be taken in selecting dealers. The manufacturers should agree to a standard price for a unit with the same qualities. STOP trying to make the public think they are getting something for nothing. Such as making a unit so small that it runs 24 hours to do the same refrigeration that is done with a larger unit in 16 hours running time and then call it Meter Miser. Clean their own house first then clean the dealer's house next. Then the refrigeration business will show an increase.

RALPH R. LINK

Answer: You have put your finger on the cause of much price cutting and other difficulties when you say that manufacturers' quotas are responsible. Certainly, the great pressure for more sales is the cause of much disturbance in present day merchandising.

Of course we cannot say that the manufacturer's viewpoint is entirely wrong when we consider the tremendous economies which result from quantity production. There is such a big saving in the unit price of a product, when the output is increased, that a manufacturer must necessarily strive to get his production up in order to hold his costs down. The manufacturer who does not attain a sufficient quantity of sales finds his unit cost too high to meet competitive prices.

We would like very much to know more about your own activities in the service business. Are you operating on an independent basis or are you connected with a contractor or dealer? Tell us something about your experience in taking the course of study given by Refrigeration & Air Conditioning Institute, and how you got started in the business.—Publisher.

Getting Ahead Through Home Study & Hard Work

P. O. Box 533
Mayfield, Ky.
July 9, 1939

Publisher:

I received your most interesting letter today.

You ask for my service record and my study of the refrigeration and mechanical industry. I am more than

pleased to give you this information. I graduated from high school in 1925, then I went to Philadelphia, Pa. to the Lanston Monotype School to learn the typesetting machine. I worked for 12 years as a monotype operator in Kirksville, Mo.

I took the L. L. Cook Electrical course in 1927 and 1928. I became interested in refrigeration and air conditioning in 1937. I started the course with the Refrigeration & Air Conditioning Institute in Chicago, Ill. I was referred to this school as the best in industrial training. I believe it is the best equipped school in the country.

I married young and I am 33 years old. I have spent my spare time studying to increase my knowledge in mechanics and electrical trades as they go hand in hand in installations. I have had chemistry and physics in high school and courses that I have taken.

ON ICE CREAM CABINETS

I have worked as an extra for a local ice cream plant to overhaul about 30 ice cream cabinets. We put them out in service the first of the season. Last year there were a number of their cabinets left in the shop due to lack of trained men to work on them.

They do not recognize trade school training as a benefit as the wage enters into it. The wages for the top man here is \$2.75 per day, the first helper gets \$2.25 per day. I took this job working extra to gain more experience at \$2.00 per day. The first man has been with the company for 10 years. The second man has been with them for five years. They have not taken any training in this field.

I have been wondering if it is worthwhile to spend money and time learning to do more efficient work. This is the cause for the sealed units on the market today. The manufacturers had to do it for their own protection. The untrained man is afraid to do work on the sealed unit because he does not know how to go about the work. I will agree this is their only salvation in the cause to render better service to the customer who buys one of their units.

PRAISES SCHOOL

I enrolled with the Refrigeration & Air Conditioning Institute in Chicago in 1937. I want to state first that I received my money's worth in this course. I think the manufacturers should give the trained men more cooperation than they do at the present time. There are about 1,500 questions in this course. The instructors insist on the student asking about anything that he does not understand in the classes in the laboratory.

The laboratory is a review of the home study course. They have all kinds of equipment to work on and to study the different types that are on the market. We were trained in figuring the capacities of furnaces, refrigerators, fans, and air washers. This is a complete training in the refrigeration industry.

There is one thing that I cannot understand. The trade schools are supposed to be endorsed by so many of the leading manufacturers yet these same manufacturers listed will not send the trained man their service information which he needs to render the best service to their customers.

I work for myself in the radio and refrigeration repair service. I get all I can do in this field as I do not practice selling the customer some valve that he does not need. I always try to make my decision as to the trouble before I report to the customer what he needs to fix his unit in first class condition. I have spent about \$150 for tools and equipment to give better service.

I have given you an outline of my activities in the past and how I started in refrigeration. I will be more than pleased to answer any questions that you may ask me in the future.

I trust that I may have the pleasure of hearing from you again in the near future.

RALPH R. LINK

Have You a Problem On Beer Cooling?

C. D. McLaughlin, M. E.
Draught Beer Consultant
226 Kenilworth Ave., Dayton, Ohio
Editor:

Once again I am in search of information and, naturally, come to the sure and reliable source of previous occasions. I am about to start out on a trip to make a survey of the present status of the retail draught beer dispensing business.

Perhaps your readers could help me. I would like to hear from those who have installed any types, and especially unusual or special installations.

The object of the survey is to obtain current first-hand information of draught beer dispensing problems. The information so collected will be compiled and made available to the brewing industry and the commercial refrigeration industry.

My present plans call for the following itinerary:

Columbus, Ohio; Cleveland, Ohio; Erie, Pa.; Buffalo, N. Y.; Syracuse, N. Y.; Boston; Providence, R. I.; Bridgeport, Conn.; New York City; Newark, N. J.; Trenton, N. J.; Philadelphia; Baltimore; Washington, D. C.; Harrisburg, Pa.; Pittsburgh; Toledo; and Chicago.

Perhaps I will be able to make short visits to other places en route. This should enable me to gather some essential data and obtain a good cross-section of the territory covered.

C. D. McLAUGHLIN

Service Outlets Sought In Canal Zone

Marine-Industrial Service & Supply Co.
272 Center St.
Newton, Mass.

Editor:

We are interested in establishing refrigeration service outlets (product, electric water coolers) in several points outside of the United States, such as the Panama Canal Zone, Cuba, and the Philippine Island and China, and the thought struck us that you possibly had subscribers from these distant points rendering refrigeration service and, if so, that it might be possible to arrange contact.

Maybe we are assuming quite a bit in writing to you, but being a reader of REFRIGERATION NEWS for 10 years or more the writer thought that valuable time would be saved by writing you before taking any further action. Any suggestions or comments that you may care to offer will be appreciated for which accept our thanks in advance.

W. R. HIGGIN,
President

Page 5 of "AMERICA'S BELT BIBLE" Shows You HOW TO MAKE OVER 41% CLEAR PROFIT

with GILMER'S Famous 35-R Belt Assortment!

YOU pay .. \$19.98
get .. \$34.18
MAKE .. \$14.20



GILMER'S most complete f.h.p. belt catalog—the industry's guide—lists refrigerator belts for over 5700 models... 149 makes... by lengths... cross-sections... manufacturers' part numbers. Also, the entire parade of washing machines, air conditioners, oil burners, stokers, woodworking tools, etc. OVER 188 PAGES!

Get GILMER Belts!

"Tailor-made in the grooves" on the world's largest assortment of V-moulds. Built by belt engineers who specialize in belts. FULLY STOCKED BY GILMER JOBBERS everywhere... giving you the right fit, faster!

Fill out and Mail to

L. H. GILMER CO.
Tacony, Philadelphia

Send FREE 1939 Gilmer Catalog containing details of 35-R profit-making assortment to

NAME _____
FIRM _____
ADDRESS _____

S P O R L A N



SELECTIVE CHARGES give PEAK PERFORMANCE

SPOEHRER-LANGE COMPANY
3725 COMMONWEALTH AVENUE... ST. LOUIS, MO.



PEERLESS

Gun Cooler
(UPSIDE DOWN COOLING)

COLD AIR cascades from the BOTTOM of the PEERLESS GUN COOLER
WARM AIR is drawn off the top of the fixture
COOLED AIR ascends VERTICALLY through the Products Stored
Uniform temperatures ALL OVER the Fixture
HIGH HUMIDITY—NO FOOD Shrinkage
And its PACKAGED Refrigeration... ready made for every type of fixture... ready and easy to install... Capacities 1200 to 12000 B.T.U. per hour.

TRY THIS NEW METHOD ON YOUR NEXT JOB!

PEERLESS OF AMERICA, INC.

General Offices—515 W. 35th St., Chicago, Illinois
Midwest Factory—515 W. 35th St., Chicago, Illinois
New York Factory—43-20 34th St., Long Island City
Pacific Coast Factory—3000 S. Main, Los Angeles
Southwest Factory—2218 N. Harwood St., Dallas
Export Division—P. O. Box 636, Detroit, Mich., U.S.A.

Distributor-Dealer Doings

Crowned Champs In 'Battle Royal'



Sales organization of Nilsson Distributing Co., Grand Rapids, Mich., first prize winner in Hotpoint's "Battle Royal" refrigerator contest. Left to right: F. H. Aarvig, E. C. Sharrow, J. E. Wright, W. A. Nilsson (sales manager), and J. S. Glerum.

Nilsson Co. Takes First Money In Hotpoint Drive

CHICAGO—Referee's decision and first place in Hotpoint's "Battle Royal" refrigerator campaign staged this spring went to Nilsson Distributing Co. of Grand Rapids, Mich. In second place in the refrigerator distributor's contest was W. A. Case & Son, Erie, Pa., and third money went to Stubbs Electric Co., Portland, Ore.

Leading salesmen in the individual distributorships included F. H. Aarvig, Nilsson Distributing Co.; J. C. Adams, Johnson Electric Supply Co., Cincinnati; and W. Alberts, Graybar Electric Co., Omaha.

The campaign, said to be one of the most successful activities ever sponsored by the Hotpoint refrigerator division, was based on the fact that every dealer, distributor, and salesman is constantly engaged in a

battle royal for business existence, as well as for profit. Cash and merchandise prizes were awarded to distributor organizations and to individual sales managers, merchandising counselors, and salesmen, in relation to percentage of quota achieved. Weekly bulletins kept all participants informed of progress by all distributors all over the country.

Buy Partner's Interest—Makes Him Appliance Mgr.

BURLINGTON, Wis.—Ralph Newbury has purchased the interest of his partner, Joe Holtz, in the Badger Electric Shop here. Mr. Holtz continues as an employee of the firm, handling appliance sales.

Bevin New Philco Dealer

SUMTER, S. C.—Bevin Plumbing Co. has been appointed dealer in this area for Philco electric refrigerators.

Basement Store 'Home' To Appliance Shoppers

RACINE, Wis.—To provide ease in shopping, and as an aid to suggestive selling methods, the entire basement of the remodeled Porter's Furniture Store here is devoted to housewares, with a series of separate rooms leading easily into one another so that the housewife shopping for one item can't help but view displays of other merchandise.

Major appliances have been placed adjacent to the linoleum section, and small appliances are a part of the kitchen ware, cutlery, and silverware departments. Linoleum was selected as a proper sales associate for major appliances. E. J. Cashman, head of the section states, because sales of a refrigerator or stove furnishes a direct opening for a possible sale of linoleum.

PLATFORM DISPLAYS

The store's featured lines of Frigidaires, Bendix washers, Jewell gas ranges, and ABC washers and ironers are placed on slightly raised platforms under the cove lighting. Small appliances are displayed in a separate corner on white modernistically designed shelves against a light yellow background.

Nearly all types of merchandise sold in the housewares section are combined in the model "kitchen of ideas," located on this floor. Done in dark blue and yellow, the kitchen includes stove, sink, refrigerator, and all smaller electrical appliances arranged so as to simplify the home-maker's work. There is also a small snack bar for informal breakfasts or parties on which are placed electric toaster and waffle iron.

'HOUSE OF IDEAS'

Another model kitchen is located in the store's "house of ideas," a completely furnished nine-room model home on the third floor. With a color background of red, green, and white, all kitchen operations are confined to a U-shaped counter inset with sink, electric stove, and other equipment. One end of the "U" extends into a snack bar. Sink, electric stove, and refrigerator, built into the counter, are within a few steps of each other. This kitchen is also completely outfitted with small electrical appliances.

Former Utility Man Named As Hotpoint Distributor

CHATTANOOGA, Tenn.—Harry W. Cameron, Inc. has been appointed distributor of Hotpoint appliances for the territory in eastern Tennessee formerly served by the Chattanooga branch office of Edison General Electric Appliance Co., Inc.

The new distributorship has taken over the office, warehouse, and stock of the Hotpoint branch, and its entire personnel. Harry W. Cameron, for the past 21 years with the merchandise department of Tennessee Electric Power Co., heads the new distributorship. Assisting him are J. W. Pentecost, vice president; K. W. Henderson, secretary; and J. G. Smith, treasurer.

Auto Dealers 'Double' In Appliance Sales

MOBILE, Ala.—"Automobile row" and "appliance row" are practically synonymous in this city, what with so many Mobile automobile dealers, garages, and service stations doubling in the appliance business.

Quigley Specialty Co., operating from a modern service station, is one of the state's largest Frigidaire dealers, and also handles several makes of radios, ranges, washers, and water heaters—in addition to automobiles, accessories, and tires.

Kittrell-Milling Motor Co., Dodge and Plymouth dealer, has been selling electrical appliances for 10 years, and specializes in merchandising washing machines.

Several other automobile companies along the street also have appliance franchises. Value of such concerns as appliance merchandisers, one distributor says, is the fact that they have trained sales forces which are accustomed to "going out and getting" business.

Salesmen 'Sale Away' From Summer Slump In Power Co's Cruise

RALEIGH, N. C.—"Saleing, saleing . . ." might well be the theme song of employees of Carolina Light & Power Co. as they embark on their "District Manager's Summer Cruise" in an attempt to "sail away from the summer slump bugaboo."

"Guests of honor" on this cruise are the company's various district managers, in recognition of whose services the voyage is being conducted.

Special merchandise offers are being made throughout the campaign, and cash awards are being offered to all classes of salesmen. Participants for the prizes will be judged on a quota basis.

The sales campaign is being conducted in two sections—one of which is a residential, farm, combination, and volunteer sales program, the other a combination, commercial, and industrial drive.

Refrigerator Sales Doubled By Baltimore Distributor

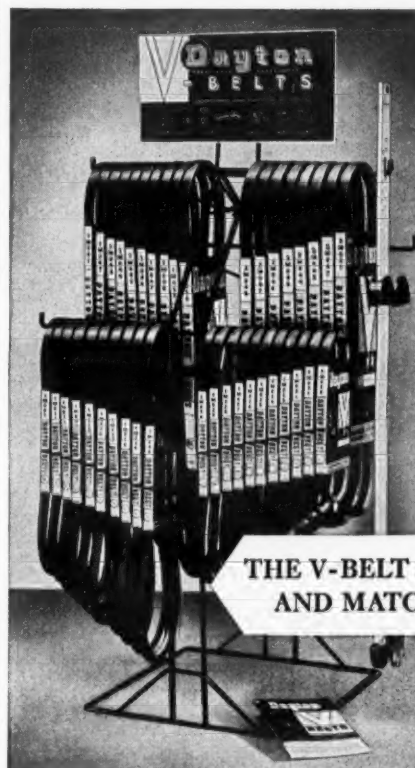
BALTIMORE—Refrigerator sales volume of Lincoln Sales Corp., Crosley distributor in the Baltimore-Washington area, for the first five months of the year more than doubled that for the same period last year, reports C. Howard Buchwald, president.

\$300,000 Appliance Goal In Albany Drive

ALBANY, N. Y.—An appliance campaign with a goal of \$300,000 in sales was launched here recently by Capitol District Appliance Distributors' Bureau at a meeting of dealers and salesmen at which G. W. Keller of Modern Kitchen Bureau spoke on the 1939 activities of the bureau. MKB promotional activities will be used in the campaign. Weekly prizes for salesmen will feature the drive.

Get *Extra Profits* with THE DAYTON V-BELT SALESMAKER - \$19.89

Complete with 39 Assorted Most Popular Sized V-Belts



THE V-BELT SALESMAKER AND MATCHOMETER



THE DAYTON V-BELT SALESMAKER—An attractive, visual and compact display rack assortment of 39 most popular sized V-Belts. Comes ready to use, with belts on the racks. Fits on your counter—beside your counter—or in your window. Every belt at your finger tips. On the back is a quick reference price list and extra hanger space for spare belts. Also included is a Reference Catalog listing all types of small machinery with corresponding Dayton V-Belt number and other data.

THE V-BELT MATCHOMETER—FREE during this introductory period! Listing regularly at \$1.25—the V-Belt Sliding Pulley Matchometer takes the guess-work out of measuring belts to be replaced when the make and model of the machine cannot be identified. Quickly, simply and accurately this indispensable V-Belt Matchometer shows you the correct replacement V-Belt for any need. Read below how you can get it free.

V-BELT REPLACEMENT SALES MEAN EXTRA PROFITS FOR YOU

actual cost to you of the complete assortment of 39 belts alone, the Dayton V-Belt Salesmaker is yours without extra cost.

THE DAYTON RUBBER MFG. CO. DAYTON, OHIO
World's Largest Manufacturers of V-Belts

ZIP THIS OUT TODAY

Free—If you act quickly—The Dayton V-Belt Sliding Pulley Matchometer.

V-Belt Sales Division, Dayton Rubber Manufacturing Co., Dayton, Ohio.

Gentlemen:

I have checked my preference below:

☐ Rush me (freight prepaid) one complete unit of the Dayton V-Belt Salesmaker, for which I will remit \$19.89. Include FREE the V-Belt Sliding Pulley Matchometer which regularly lists at \$1.25.

☐ Have your nearest jobber send a Salesman, explaining the "Free Matchometer Offer."

Name.....

Address.....

City.....

State..... Date.....

*We reserve the right to withdraw this Free Matchometer offer at any time.

EVER HAVE A



JOB ?

Ever get pinched between a slow delivery and a customer who's in a hurry?

Ever had a delay on a refrigerant order hold you up long enough to annoy him?

Next time you're in a rush—call your nearby Virginia jobber—and find what *quick delivery* really means. Extra Dry Esotoo, V-Meth-L, Methylene Chloride or other gas—your Virginia jobber will supply it—and supply it fast!

Call on Virginia for quick service.

EXTRA DRY ESOTOO

V-METH-L

METHYLENE CHLORIDE

VIRGINIA SMELTING Co.
WEST NORFOLK, VIRGINIA

Export Business

Sharp New Zealand Import Restrictions To Continue For Rest of 1939

WELLINGTON, New Zealand—The rigid import control regulations on mechanical refrigerators and refrigeration equipment, instituted by the Labor Government at the beginning of 1939, are continued in the quotas for the second six months of the year recently made public by the Hon. W. Nash, Minister of Customs, reports L. S. Hancock of the firm of J. Russell Hancock, Ltd. in a letter to AIR CONDITIONING & REFRIGERATION NEWS.

Import restrictions for the "second period" of the year put a 100% ban

on imports of condensing units under 6,000 B.t.u., regardless of whether they come from foreign countries (such as United States), United Kingdom Crown Colonies, or other British countries.

Refrigeration fittings also are banned 100%, regardless of the country of origin.

Imports of refrigerator cabinets for cooling units from the U. S. are reduced 75% under the regulations, and the same limitation applies to imports of this type of equipment from British countries other than Crown

Colonies. Imports from Crown Colonies are reduced 50%.

Electric range imports are reduced 100% from foreign countries, and 55% from United Kingdom Crown Colonies and other British countries. Imports of other electric cooking and heating equipment (including water heaters) are barred 100%, regardless of the country of origin. The same restrictions apply to built-up wireless broadcast receiving sets, whether or not they are mounted in cabinets.

Certain other refrigeration equipment is on the list of goods "not subject to specified restriction" for the second half of the year. On goods in this classification, import licenses may be issued to the extent of the value of similar goods imported by the applicant from the same country of origin during the period July to December 31, 1938.

PARTS & SUPPLIES INCLUDED IN EXEMPTION LIST

Included in this classification are "gases liquefied or compressed" (refrigerants), belts and belting, printed books, papers, etc., cylinders for compressed gases, dairying machinery (including ice cream freezers, but not milk-cooling equipment), thermostatic and pressure controls, thermostatic and recording instruments, thermostatic expansion valves, shut-off valves, dehydrators, cooling units and condensing units over 6,000 B.t.u., refrigerator cabinet locks and hinges, and copper tubing.

When import restrictions were inaugurated at the beginning of this year, Government spokesmen gave as the major reason for the regulations their program for "development of New Zealand through increased population and secondary production." The regulations supplied the means of both controlling arbitrarily the country's overseas expenditure, and of giving local industry whatever degree of protection might be considered necessary, from total prohibition to percentage restriction of imported goods.

EXCHANGE FUND AT LOW LEVEL

All New Zealand's overseas monetary activities, both government and private, are financed through the London Exchange Fund, controlled by the State's Reserve Bank. The Fund shrank to the dangerously low level of about £4,000,000 in the last months of the year.

A loan of £17,000,000 matures in London for repayment in 1939, and about £8,000,000 more is needed for national and local-body interest payments and other fixed requirements. Past policy has mainly been to re-finance maturing loans, but the present Government declared that no overseas borrowing would be undertaken, and the need for building London funds up to £25,000,000 to meet the above commitments became urgent. Imports were forced to take second place.

IMPORT-EXPORT LICENSES GET 'EM GOING & COMING

The regulations work two ways. All exports must now be licensed, and the proceeds from their sale must be exchanged for New Zealand credit through the Exchange Fund. Likewise, imports must be licensed, and credits for payment are available only through the Fund. Without a license, no overseas credit is available, and the goods cannot be cleared through the Customs.

Goods ordered before Dec. 5 last year were allowed into the country, without license before Dec. 31 and with automatic issuance of license if

they arrived after that date. Goods ordered after Dec. 5, however, were required to be licensed in all cases, with the value of goods arriving in any stated period being placed against the quota licensed for that period, regardless of the date of order.

In most cases where imports are restricted, the goods are of a class which are made in New Zealand, or which may be substituted by goods produced in the Dominion, Mr. Hancock points out in his letter to the NEWS.

However, where a merchant can convince the Customs Authorities that a certain product cannot be manufactured in New Zealand, that it is a necessity, and that his stock is insufficient for his needs, an import license will in most cases be issued, he believes.

HEALTH FACTOR ADVANCED BY J. RUSSELL HANCOCK

"Goods such as refrigeration parts and components should be favorably considered, as they entail a certain amount of New Zealand labor in assembling into refrigerators," Mr. Hancock states. "Also, of course, the health of the community is another important factor toward the encouragement of the use of refrigerators."

"The Government's policy is one of encouragement to local industry. Domestic refrigerator boxes are almost certain to be manufactured here. Large commercial cabinets, from 16 cu. ft. upwards, and display cabinets, have been fabricated in New Zealand for the past three or four years, and the present manufacturers are considering ways and means to produce the smaller cabinets. This should mean an increased importation from the United States of the necessary components which cannot be manufactured here."

As an indication of the potential refrigeration and electrical appliance market in New Zealand, Mr. Hancock encloses with his letter the following article from the New Zealand Electrical Journal of April 25:

A £16,000,000 Market For New Zealand Electrical Appliances

"The latest Public Works Department statement available, that for the year ending March 31, 1938, showed that the total number of electrical consumers in this country at that date was 388,580. Of this 82.6%, i.e. more than 320,000 were classed as "domestic" consumers. That number is, of course, steadily growing, but, considering it as 300,000 for the purposes of calculation, it represents a huge potential market for domestic electrical appliances. Furthermore, as a result of the Import Control measures adopted by the Government, the bulk of this market is reserved for New Zealand Manufacturers of electrical appliances, who are thus presented with a wonderful field for merchandising."

"An 'ideal' consumer with an 'all-electric' home would require the following appliances: water heater, range, refrigerator, jug or kettle, radio, radiators, iron, toaster, vacuum cleaner, washing machine, lights, and sundry appliances."

"Every one of these appliances can be manufactured—in part at least—in New Zealand."

RANGE AND WATER HEATER SATURATION

"By reverting to the Public Works Department statement and using the given ratio (with due correction for locality) of 82.6% of domestic consumers, we find that present highest 'saturation' figures reached in any one Supply Authority for ranges and water heaters are 55.2% and 63.3%, respectively."

"Surely it is reasonable to suppose that what has been done by one Supply Authority can be achieved by others, too. Therefore, we have 'national saturation' figures for ranges and water heaters of 165,000 and

190,000, respectively, for 300,000 domestic consumers."

"Up to March 31, 1938, the recorded sales of these two articles were, in round figures, ranges 64,000; water heaters 77,350."

"These figures indicate that potential buyers numbering 100,000 did not possess electric ranges, while 113,000 potential buyers were without electric water heating appliances. This revealing estimate is, moreover, a decidedly conservative one, being based (a) on results achieved without special, combined efforts by manufacturers and supply authorities, and (b) on a year-old figure, continually increasing, but here considered stationary."

The publication presents a table which analyzes in detail the merchandising possibilities of an intensive domestic load-building scheme. In addition to the market for ranges and water heaters, given above, the table also lists a sales potential of 65,000 refrigerators, 200,000 radios, 150,000 jugs or kettles, 50,000 irons, 170,000 toasters, 60,000 vacuum cleaners, 50,000 washers, and 300,000 radiators. The figures include allowances for replacement of old appliances. According to the magazine's figures, this would give a total potential business of £16,185,000.

J. Russell Hancock, head of the Hancock organization, recently returned from an extensive business tour which included both United States and Great Britain, during which he obtained for J. Russell Hancock (Australia) Pty. Ltd., the sales representation in Australia for a number of American refrigeration equipment manufacturers.

WANTS THERMOSTATIC SWITCHES

The new appointments do not apply to the New Zealand firm, J. Russell Hancock, Ltd., which represents an entirely different group of companies. The company reports itself as interested in securing Australian representation for a line of small thermostatic switches, suitable for household and ice cream refrigerators.

The new firms which J. Russell Hancock (Australia) Pty., Ltd., will represent are: Brunner Mfg. Co., Utica, N. Y.; General Controls Co., Glendale, Calif.; Imperial Brass Mfg. Co., Chicago; Kason Hardware Co., Brooklyn; Rocke International Electric Co., New York City; Syntro Co., Homer City, Pa., manufacturer of shaft seals; and Waukesha Motor Co., Milwaukee, producer of railway air-conditioning units.

Rocke International is export agent for American Injector Co., Automatic Products Co., Bush Mfg. Co., Penn Electric Switch Co., and Henry Valve Co. in the refrigeration field.

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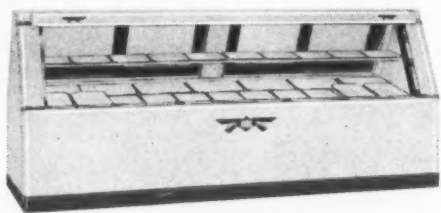
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Commercial Refrigeration

Service Complaints and Remedies For Instantaneous Water Coolers

By Arch Black and Dean C. Seitz

Pressure Regulating Valve

A cross section of the pressure regulating valve was shown in Fig. 2 in the June 14 issue and the functioning of the valve was explained. From the cross section it will be noted that the needle and the seat can be readily replaced should this be found necessary.

At times, it may be found that these valves are not sitting properly, and consequently, due to the needle not sitting tightly on the seat, gas is allowed to pass through, and a lower temperature is being maintained than desired. Where such a condition is found, in all probability, it may be due to foreign matter being lodged between the needle and the seat. In this event, the valve should be flushed.

ADJUSTMENT OF PRESSURE REGULATING VALVE

These pressure regulating valves are adjusted by means of a slotted screw which protrudes through the top of the valve. First of all it will be necessary to remove the adjusting screw cap. Turning the adjusting screw in or clockwise (when looking down on the adjusting screw) raises the temperature and turning the screw out or counter-clockwise lowers the temperature.

When it is found necessary to adjust the valve, turn the adjusting screw only one-half of a turn at a time, and check the adjustment in the case of the pressure regulating valve located on the instantaneous cooler by drawing several glasses of water in the same glass at time intervals of about 15 seconds between the glasses and draw from alternate draft arms.

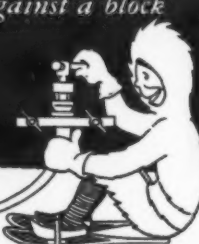
EFFECT OF ALTITUDE ON CONTROL SETTINGS

Throughout this series of articles recommended pressures, cut-in and cut-out points have been based on atmospheric pressure at sea level. This is usually in the neighborhood of 14.7 lbs. per square inch. At higher altitudes, the atmospheric pressure is less than at sea level, consequently when the setting mentioned in this series of articles is being used in high altitude it will give relatively lower absolute refrigerant pressures and temperatures.

Simple rule to compensate for this

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change in atmospheric pressure due to elevation, is to add a half-pound to any pressure setting or subtract 1 inch from any vacuum setting for each 1,000 feet elevation above sea level. For example, at 5,000 feet elevation, the atmospheric pressure is 2½ lbs. less than at sea level. Therefore to obtain the same absolute pressure at 5,000 feet as at sea level, the control setting must be increased by 2½ lbs.

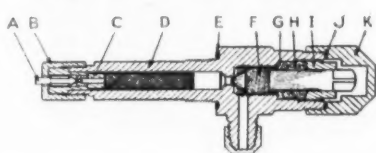
At altitudes of from one to 3,000 feet, the difference will not be greatly noticed as far as the pressure control in the condensing unit is concerned, but in the case of the pressure regulating valve such as is used on the Brunswick instantaneous cooler, it is very important.

The effect of higher altitudes on the regulating valve is to cause the valve to hold a lower temperature due to the reduced atmospheric pressure and quite likely there may be a freezing of the water. Remember that at higher altitudes it is necessary to set the control valves warmer than the standard setting as has been previously mentioned.

It is very important for the service engineer to bear in mind that the water and soda coolers used on the Brunswick fountains are of the instantaneous type. The water is cooled almost instantly as it flows through the cooler. This means that the refrigeration side of the system must be capable of refrigerating at the maximum rate at which the water is drawn.

These coolers have a high capacity, but they are designed for intermittent service. When the cooler is functioning properly, each glass of water or soda water will be drawn at the same temperature, in the neighborhood of 38° F. up to the capacity of the cooler.

Fig. 3—Float Valve



If a complaint is registered to the effect that the exit water temperature is high, after checking the system in general, be sure to check the back pressure. Then if you draw several glasses of water intermittently and you find that temperatures are all right, check with the customer, for it just may be that some time or other he is attempting to draw water from the cooler perhaps into large pitchers allowing a steady stream to pass through the cooler without closing the draught arm and thereby temporarily exceeding the cooler capacity.

The point is that the rate of flow must be taken into consideration. While a cooler may have a rating of 15 gallons per hour, this should be understood as the capacity over a period of an hour, and proper results cannot be expected if attempts are made to draw this amount, say in 20 minutes each hour.

As has been previously mentioned, the only serviceable parts of a Temprite are the pressure regulating valve and the float valve. Fig. 3 is a cross section of the Temprite float valve removed from the cooler.

Servicing the Float Valve

To service a float valve, pump the refrigerant back from the cooler which can easily be done by running water through the cooler after the liquid refrigerant line has been shut off. After the refrigerant has been pumped back, the liquid line can be disconnected and the float valve readily unscrewed from the instantaneous cooler and taken out.

After it has been removed, examine the needle and screen by unscrewing the needle nut and removing the needle and screen. Be sure that no dirt or water gets into the cooler while the float valve is removed. The screen may be washed to remove any

How To Obtain Previous Articles In This Series on Soda Fountain Refrigeration

This series on servicing soda fountains will be published in book form soon after the last article is published in the News, probably in September.

Forty pages of the manual are already completed and a limited quantity of press proofs were struck off. These forty pages, stitched into a folder, include the first 10 installments which were published in the News Oct. 19 to Dec. 28, 1938.

Here's how you may obtain the first 40 pages at once:

(1) Send a new or renewal subscription to AIR CONDITIONING & REFRIGERATION NEWS for one year. Price \$4.00. (Foreign \$6.00.) You will receive the preprints of 40 pages at once, also similar preprints of the entire series on Soda Fountain Refrigeration. This offer expires Aug. 31, 1939.

(2) Or send 20 cents in stamps or coins for the folder containing the 40 preprinted pages only, as described in the above paragraphs.

dirt or grit or if necessary the needle can be renewed. When replacing the float valve assembly, be sure that the gasket is replaced and the assembly screwed tight into the cooler top plate. Recharge the cooler in the regular manner, and be sure to purge all the air out of the cooler, and test for leaks.

Service Methods on Instantaneous Coolers

The following list of remedies applies to instantaneous coolers.

(A) Complaint—City Water Or Soda Water Frozen

1. Control valve leaks.

This may be due to foreign matter between the needle and seat.

Thaw out by closing the suction shut-off valve on the cooler leaving the draft arm open and apply heat externally to the cooler by means of hot cloths until water flows. Flush the valve in the usual manner by building pressure within the cooler.

If this does not remedy the condition, the control valve should be changed.

2. Control valve setting too low.

Reset the control valve or replace with one with proper setting.

3. Shortage of refrigerant.

This can frequently be determined by a hissing noise at the float valve. The remedy is to add refrigerant until the cooler is filled and the hissing stops. Then add enough for reserve.

4. Control valve set for sea level, fountain in operation at a higher altitude.

The exit temperature of the water from the cooler or soda if not completely frozen will be below normal. As already explained control valves used in high altitudes must be set or readjusted in the field.

5. Water and/or soda line to cooler frozen.

This is a point to be borne in mind on every occasion. Frequently when the water is frozen service engineers have neglected checking those lines and in many cases have forgotten to check whether the water shut-off valve located under the sink has been open. Details of checking have previously been given. Check and remedy these conditions.

(B) Complaint—High Exit

Temperature of Water or Soda

1. Float valve leaks or is stuck open.

This trouble is readily detected as an open needle will allow too much refrigerant into the cooler and may spill over into the open float.

If such a condition exists, there may possibly be short cycling, frost or sweat on suction line, increased operating time or continuous operation. The remedy is to flush the float valve by closing the liquid valve until the float valve is open, then open the valve again. If the float valve still leaks, change it.

2. Float valve stuck closed or strainer plugged.

In this event not enough refrigerant is allowed to pass through the valve and the water exit temperature would rise after a glass or two has been drawn depending upon the extent of the restriction.

This may be followed by short cycles and high condensing pressure. The remedy is to clean the float valve strainer by washing it with carbon tetrachloride, renewing the strainer or the complete float valve.

3. Shortage of refrigerant.

A continued hissing sound at the float valve indicating that the cooler does not fill up with refrigerant will

temperatures it will be very rarely if at all, that this condition will be found. However, should it be found, the oil trap should be checked and if it is found that the condenser drops oil excessively, the trap should be checked and if necessary replaced.

(C) Complaint—Chattering Pressure Regulating Valve

This condition is generally caused by not having the valve body filled with glycerine. If the chattering noise is objectionable, and the glycerine doesn't stop it, change the valve.

(D) Complaint—Ice Cream Too Hard or Too Soft


Under this complaint many checks should be made along the lines as suggested in previous articles and the remedy made according to the findings. However in the Brunswick fountain, it should be remembered that in the majority of cases the demand on the cooler starts the condensing unit.

Therefore, it is important to check operation of the cooler. A stuck shut float valve could cause ice cream to become too soft. The refrigerant may be pumped out of the cooler and consequently the condensing unit would have too long off cycles. Again the operation of the cooler could be at fault to cause ice cream to be too hard as was explained in the June 28 article.

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'Wil' Galpin Presents 25 Methods of Closing a Refrigerator Sale

Straight-From-the-Feed-Box Closing Tips Used By Grand Rapids Salesmen

By Wilfrid D. Galpin, Director of Sales Education,
Specialty Appliance Department, General Electric Co.

THE time to start closing the sale is the moment your prospects know what the product will do and, just as important, what it will not do, so that they do not expect too much of it and are not subsequently disappointed, as this may result in a revert. Find out why they don't buy, overcome the objection, prove that you have done so, and then ask for the order.

(1) The Five-Decision Close. First you should try the Five-Decision Close. You know these five decisions have to be made before anything is bought, so you check up to find out if the prospect's mind is made up

regarding the need, the thing, the source, the price, and the time. If all of these decisions have been made, the prospect has bought your product whether this is realized or not.

(2) The Direct Question Close. This is where you come out flat-footed and ask for the order. After all, that's what you're there for—isn't it? You're a salesman, and the prospect expects you to ask for the order. Ask for the order at least five (count 'em) five times before you take "no" for an answer.

(3) The Double Question Close.

Here you close the sale by asking a double question, like the clerk in the store who says: "Shall I wrap it up or will you put it in your pocket?" Or,—"Would you like to take this with you or shall we send it out?" Or, in the case of the specialty salesman—"Do you want to pay \$10 down or can you make a larger deposit?" A double question is a simple but most effective close, because it cannot be answered "yes" or "no."

(4) Focusing Attention Close. This is where you sell the prospects on one individual feature of the product so convincingly that, because of it, they buy the entire proposition. For example, everybody talks about hermetically sealed units. Most women haven't the slightest idea what "hermetically" means. They think it means "medically," and associate it with bandages, medicine, hospitals, and what not. You explain that the unit is vacuum-sealed just like a tin of coffee or a can of peaches, and close the sale by focusing the prospects' attention on this one point, selling them on it so convincingly in terms they can understand, that they buy the entire proposition.

(5) The Subtle Question Close. This is the exact opposite of the Direct Question Close. Here you close the sale by asking the customers a subtle question, which definitely indicates, although you don't say it in so many words, that you think they have bought the product. For example, "I can just see your family enjoying these delicious frozen desserts you are going to give them for dinner next Sunday—can't you?"

The answer to a question such as this will often enable you to close the sale without further effort. On the other hand, if the prospects' mind is not made up, they will very soon tell you so, but if they agree that they can also visualize the family enjoying next Sunday's dinner, then it is time to fill in the order and have it signed.

(6) Suggested Ownership. Here you close the sale by emphatically suggesting that the customer already owns the appliance. If you get the slightest indication that this is the case, sign them up. If, in the prospects' mind, they do not already own the appliance, they will immediately indicate the fact, but in any event, you will be able to determine whether or not they are ready to buy. If necessary, sell them some more and try another closing method.

(7) Doubt Elimination Close. Many salesmen are successful in closing the sale by finding out what is the one big doubt in the prospects' mind that is preventing them from buying. Eliminate this one doubt and you have closed the sale. Any special feature or sales point regarding the refrigerator, on which your prospect may be doubtful, can easily be eliminated if you carefully study and familiarize yourself with the product.

(8) The Instruction Close. This is where you close the sale by giving the prospects instructions for the subsequent care of the product, as though they had already bought it. If, in their own minds this is actually the case, they are naturally interested in your instructions, listen intently, and possibly ask questions about it. On the other hand, if they are not sold and haven't made up their minds to purchase the product, they don't care what you have to do to look after it properly, and pay little atten-

Salesmen Who Tried Them Found These Ideas Work

During a recent refrigerator campaign in Grand Rapids, Mich., Mr. Galpin outlined to participating salesmen his ideas on how to bring the prospect into the sales camp. Salesmen there took him at his word and his closing methods at their worth—and found that they really worked. Among the 25 ways to close the sale presented by Mr. Galpin, salesmen in other places may find a few new angles, new ways to more and quicker sales.

tion to your instructions. Find out why, sell them some more, and then try again.

(9) The Pros and Cons Close. In using this close you write on a sheet of paper all the reasons why the prospects should buy the refrigerator, getting their admission on each of them. You then ask them to give all the reasons why they think they should not buy it. After listing all the "Pros" and "Cons," you then ask them—"Don't you agree that all these reasons why you should have a refrigerator far outweigh the objections you have mentioned?" If, in their own mind the "Pros" outweigh the "Cons," they have bought it. If not, all you have to do is to convince them that this is actually the case, and that should be easy enough when you have a list of all their objections before you. What more could you ask?

(10) The Minor Decision Close. Here you get the customer to make a number of small minor decisions, each of which individually doesn't amount to anything at all, but all added up together constitute the purchase of the complete refrigerator. In other words, you literally yes-yes-yes—the prospects to death, and, before they realize it, they have bought the product. Remember to always ask questions that insure positive answers.

(11) The This Or That Close. Here you close the sale by painting a beautiful word picture of the proposition. This is so attractive and wonderful and marvelous in comparison with the method that is now being used, which is so awful and terrible, that when you ask which is preferred there is no doubt about it. You paint the picture so graphically that any self-respecting woman should prefer "this" rather than the "that." If she makes this admission, sign her up.

(12) The Does-All Close. Here you close the sale by explaining to the prospects that this particular refrigerator—the one you have right there—fulfills every requirement and performs every function that is necessary. They couldn't ask anything more for their money, so they might just as well buy this one, rather than waste their time shopping around and looking at all the other available makes. They couldn't get better value for their money, because this one does all that could be asked of any refrigerator.

(13) The Contingent Close. Very often, if you watch for the opportunity, you can close a sale based on a contingency. You paint such an attractive word picture of what the refrigerator will mean to the customers that, even though it's true, they don't believe it. So you enter into a sporting bet with them that the appliance will do all you claim for it; if it doesn't live up to your claims, they don't have to buy it. This procedure will also help you get a refrigerator in the home on trial.

(14) The Name Spelling Close. Oftentimes an opportunity will occur to try the name spelling method. You have the contract before you, and you simply ask the prospects how they spell their name. As they spell it to you, you of course write it down on the contract and, if they let you do this, you continue and complete

the order, passing it over to them for their signature.

Should the name be a simple one like Smith or Jones, merely transcribe the initials and say—"What are your initials, Mrs. Jones—R. W.?" when you know all the time that they are W. R. Asking for the street address also serves the same purpose.

(15) The Action Close. The Action Close is a "natural," particularly when you are selling a second-hand refrigerator. If the prospect has indicated an interest in a particular refrigerator, you try to sell her that very one. You tell her all about it, (Concluded on Page 19, Column 2)

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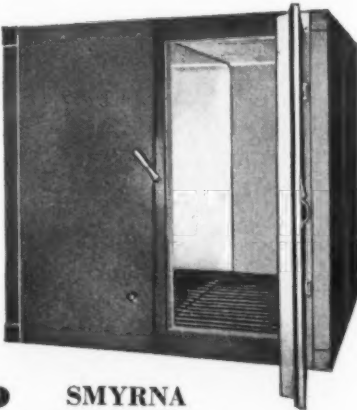
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ALL EYES ARE ON WILSON WALK-IN . . . THE EYES HAVE IT!

DEALERS AGREE THAT WILSON WALK-IN COOLERS HAVE EVERYTHING TO MAKE READY SALES AND ENTHUSIASTIC USERS. . . All steel, inside and out; no metal-to-metal contact; metal bottom fully protected; steel-clad door, heavily framed; ball-bearing hinges; complete, heavy insulation. Made in 18 stock sizes, and 3' and 4' sections for easy erection in otherwise inaccessible places. Every Wilson Cooler is durable and efficient. Each is priced right . . . YOU SHOULD HANDLE WILSON.

For Details Write **WILSON CABINET CORP.** SMYRNA DELAWARE



QuiKold BEVERAGE COOLERS
10 MODELS FOR WRITE FOR CATALOG
S&S COOLERS
LIMA, OHIO

The Most Accurate Control Valve for Small Capacity Systems
The "TK" Thermo Valve
Alco Valve Co., St. Louis, Mo.

UNIVERSAL COOLER
Manufacturers are invited to write for complete details regarding Universal Cooler refrigerating units.
Universal Cooler Corp., Detroit

Use **CHICAGO SEALS** for seal replacements
A complete line in all sizes
CHICAGO SEAL CO.
20 North Wacker Dr., Chicago

A COMPLETE LINE OF COMMERCIAL REFRIGERATORS AND DISPLAY EQUIPMENT
STAINLESS STEEL
GLOSTER MANUFACTURING CO.
WRITE FOR OUR NEW CATALOG

BRUNNER
Send for the New REFRIGERATION CATALOG
Seven Models of Compressors
Fifty-eight Models of High-sides from ¼ H.P. to 15 H.P.
BRUNNER MANUFACTURING CO.
UTICA, N. Y.

SYNTRON
Anti-Friction SHAFT SEALS
Eliminate Leakage on old as well as new shafts.
Order from your jobber
SYNTRON CO.
140 Lexington Ave., Homer City, Pa.

You Supply the APPLICATION . . . Let Us Supply the EQUIPMENT

Lipman
AIR CONDITIONING
GENERAL REFRIGERATION CORPORATION
Dept. AC-1 Beloit, Wis., U. S. A.

MODEL 153 Water-cooled

CLASSIFIED ADVERTISING

RATES: Fifty words or less in 6-point light-face type only, one insertion, \$2.00. Additional words, four cents each. Three consecutive insertions \$5.00, additional words ten cents each.

PAYMENT in advance is required for advertising in this column.

REPLIES to advertisements with Box No. should be addressed to Air Conditioning & Refrigeration News, 5229 Cass Ave., Detroit, Mich.

POSITIONS WANTED

MAN, 35 years old, graduate refrigeration and mechanical engineer. Thirteen years' experience with large manufacturers in research, production and all phases of engineering and design, covering household hermetics as well as large commercial refrigerating compressor systems. Employed, but anxious to make new connection. Married. Protestant. Member A.S.R.E. Will go anywhere. Box 1158, Air Conditioning & Refrigeration News.

SEASONED EXECUTIVE. At present manager with one of the large distributors handling commercial refrigeration and air conditioning and allied appliances. Desires to associate with manufacturer or distributor. Age 40, America, college education. Traveled extensively. Twenty years' experience in sales, advertising and merchandising work. Can be available 2-3 weeks' notice. Compensation based on results. Ready to assume heavy responsibilities, etc. Box 1160, Air Conditioning & Refrigeration News.

FRANCHISES AVAILABLE

COMMERCIAL REFRIGERATION dealers and direct salesmen—We manufacture meat cases, market coolers, vegetable cases, bakery cases, show cases, etc. Our products compare in appearance and specifications with very best lines, yet prices compete with lowest. We finance your refrigeration sales, including your compressor. Write—MORTON SHOW CASES, INC., Washington Court House, Ohio.

EQUIPMENT WANTED

HOUSEHOLD OR commercial refrigerators wanted; new or late model trade-ins, also quantity of ice cube trays, drip pans and surplus stock of refrigeration equipment. Quote quantity and lowest prices. AUDUBON, 2130 Amsterdam Avenue, New York City.

EQUIPMENT FOR SALE

GRUNOW PARTS—R & S PARTS COMPANY opens field to independent service men and former Grunow dealers. Purchase your Grunow parts direct. At reasonable prices. Refrigerant CH₂-CL₂, gallon—\$4.00, compressors exchange—\$10.00, Carrene meters exchange—\$3.00, compressor oil per gallon—\$1.75. Many other items not listed. 3577 Fourteenth Street, Detroit, Michigan.

ATTENTION: G. E. Rebuilders. Brand new high side floats \$2.95. New 1/2-3/4 H. P. 4 cylinder, 1 1/2" bore, 1 1/2" stroke, compressors with valves and flywheel \$38.50. New 2 cylinder, 1 H. P., 2" bore, 2 1/4" stroke, compressors with flywheel and valves \$38.50. New 2 cylinder, 2 H. P., 2 1/2" bore, 3 1/2" stroke, compressors with flywheel and valves \$49.00. Write for our low prices on complete new condensing units. REFRIGERATION SUPPLY JOBBERS, 2521 N. Crawford Ave., Chicago, Ill.

AIR FILTER cleaning machines. For private plants in buildings—for commercial plants. State approximate number of filters in your building or in your locality. Write for further details. WHALEN PRODUCTS, INC., 2319 No. 18th Street, Omaha, Nebr.

REPAIR SERVICE

G. E. and Westinghouse hermetic units rebuilt with factory equipment. G. E. DR1-DR2—\$30.00; Westinghouse \$27.50; one year guarantee, prices on other models on request. Deal with the original hermetic unit rebuilders—REX REFRIGERATION SERVICE, INC., 2226 S. State St., Chicago, Ill.

CONTROL REPAIR service. Your controls repaired by expert mechanics, with special precision equipment. Supervised by graduate engineers. We stress perfection and dependability before price. One year guarantee on domestic controls. Any bellows operated device repaired. HALELECTRIC LABORATORY, 1793 Lakeview Road, Cleveland, Ohio.

MAJESTIC, GRUNOW, General Electric and Westinghouse rebuilding. World's largest rebuilders. Prices \$30.00 with 18 months' guaranty. Parts for Majestics and Grunows. GE floats \$2.95. Westinghouse flapper valves \$1.00. 1/4 H. P. Majestic capacitor motors \$3.75. Write for catalog. G & G GENUINE MAJESTIC REFRIGERATOR AND RADIO PARTS SERVICE, 3901 Dickens, Chicago.

DOMESTIC CONTROLS repaired: Ranco pencil \$1.75, Ranco box \$2.00, General Electric \$2.00, Tag \$2.00, Cutler-Hammer \$2.00, Penn \$2.00, Bishop Babcock \$2.50, Majestic \$2.50, Penn magnetic \$2.50, G. E. Frigidaire \$2.50. In business over 20 years. Our name is our guarantee. UNITED SPEEDOMETER REPAIR CO., INC., 942 West 70th Street, New York City.

PATENTS

HAVE YOUR patent work done by a specialist. I have had more than 25 years' experience in refrigeration engineering. Prompt reports and reports. Reasonable fees. H. R. VAN DEVENTER (ASRE), Patent Attorney, 342 Madison Avenue, New York City.

If You're Stuck With a Prospect Hard To Close, You May Pick Up a Winner Here

(Concluded from Page 18, Column 5) where it came from, why it was sent back, et cetera. You explain that this is the biggest bargain you have ever seen in all your years in the refrigerator business, and you get her to where you think she wants it.

"This refrigerator has an all-steel cabinet. It's built as strong as a steel safe—let me show you." (Walk up to the refrigerator and slam the door as hard as you can three or four times.)

If she stops you from slamming the door, she is sold. Why? Because in her own mind she already owns that refrigerator and she doesn't want you abusing her property. If she doesn't stop you, sell her some more, and then try again.

(16) **The Man and Wife Close**. Whenever both the man and wife are involved in the final decision to purchase a refrigerator, a natural point for closing usually occurs which many good salesmen fail to utilize. When the husband turns to the wife and says—"Well, my dear, what do you think about it?" or asks a question of a similar nature, he is usually trying to indicate to her that he is sold. If she gives the slightest indication that she is also sold, then lose no time in presenting your contract for signature.

(17) **The Inquiry Close**. Whenever the prospects ask you a question that indicates they have already bought an electric refrigerator in their own minds and are not thinking so much of the present but of the future, you are virtually handed an opportunity to make an immediate close. For example, the prospects may wonder what happens at the end of the month when the first payment comes due, or the end of the year when the guarantee expires, or the end of the five years when the protection is up. Whenever such a question arises, answer it completely and satisfactorily. Then suggest what, since you have cleared this question from their minds, there is no longer any cause for hesitation, and they might as well approve the order now.

(18) **The Challenge Close**. Here you challenge the prospects' self-esteem by pointing out that as a leader in their community, their social position and standing cannot permit them to be without an electric refrigerator. All of us with any self-esteem like to be ahead of the Joneses with anything that is new or modern, so make your prospects feel important by appealing to their pride and social standing.

(19) **The Contest Close**. Everybody loves a contest, and most people like to feel that they have helped the successful contestant win. Alert salesmen capitalize on this sporting instinct. Even though the prospect is familiar with the fact that salesmen often use contests as an excuse for exerting sales pressure, and some of the experts scoff at this method, successful salesmen are in reality always in a contest. After all, everybody loves a winner, so size up your prospect and try this appeal. It really gets orders.

(20) **The New Angle Close**. In this close you introduce an entirely new angle in order to obtain the order. You have talked mechanism, cabinet, food savings, and economy, without getting the order, so you introduce an entirely new angle and sell the prospect not a refrigerating machine but hygienically pure, fresh milk, kept under sanitary conditions for the baby. Or you might use a new angle based on the many inconveniences of the present method of food preservation.

(21) **The Summary Close**. This is most useful after you have given the prospects a complete presentation and told them all you know. You can't go on talking forever so you stop, go back to the beginning and briefly sum up your entire story, emphasizing in particular those features which, when presented, seem to appeal the most.

In other words, you present the entire proposition on a silver tray, so to speak, in a take-it or leave-it attitude. If they are sold, they will take it. If not, find out why, sell the prospect some more, and then try again.

(22) **The Typed Order Close**. This method is used where you have been in the home the night before. You have told the prospect all you know about the refrigerator, but all your attempts to secure the order have been of no value. So the next morning you have an order neatly typed up, and you take this out to the home. In presenting it you say—"Now that you have had a chance to think over what we said last night about the advantages of owning an electric refrigerator, I am sure you are convinced that you can't do without one, so I have had an order typed at the office. Here it is—all you have to do is just put your okay on it."

(23) **The Telephone Hunch Close**. This is a good close to use on rainy days, or when you are on duty in the store and there isn't much store traffic. Go through your prospect file, sort out the good ones that you haven't seen for a week or so, call them on the phone saying—"I've a feeling in my bones that someone is going to give me an order today. I just have a hunch that you have made up your mind to buy the refrigerator about which we were talking last week. Suppose I arrange to send it out this morning, or would tomorrow be more convenient?" This close works particularly well with superstitious people who believe in premonitions.

(24) **The Double Close**. If all your efforts single-handed have been unsuccessful, get another salesman or your supervisor or sales manager to help you. Both of you use all the persuasion that you can master and literally "two-time" the prospect. Many people are born procrastinators. They always put off to tomorrow what they should do today. With folks of this kind you need have no qualms of conscience, because you are doing them a good turn by making up their minds for them and selling them an electric refrigerator—the best there is. If you don't, maybe some high-pressure salesman will sell them a Jalopy and they'll regret the purchase of it the rest of their lives.

(25) **The Concession Close**. Everyone wants a bargain, and often a slight concession such as a reduction in the amount of down payment, or an extension in the time payment plan, may have the desired effect, and give prospects the satisfaction of feeling that they were able to beat you down and get a special deal.

Where the concession involves a sacrifice on your part, either in commission or the expense of a gift, use this close only as a final resort. Too many salesmen, especially those with little experience, are so afraid the order will get away from them that they are willing to make almost any concession to close the sale.

This is not good selling—furthermore, the concession habit grows until you will be compelled to work twice as hard to make the same amount of money. After all, volume means little if it does not bring you proportionate compensation.

The "T-O" or Turnover. Perhaps the prospect is the type which you find hard to handle. Maybe she doesn't like the way you part your hair or the color of your necktie, or your personality, or something. Don't lose the business. Use the "T-O" or TURNOVER. Introduce the prospect to another salesman, emphasizing the fact that he is a specialist and can therefore possibly be of more help. Give the second salesman some indication of the situation, and then leave him to close the sale.

If you will conscientiously work the "T-O," we can guarantee that it will increase business. Actual tests show improvements of 20 to 30% in orders closed where this procedure is properly carried out. Careful surveys of customers who have been submitted to the "T-O" indicate that they like it, and are pleased to think that so much trouble was taken to endeavor to satisfy their requirements, or that the manager himself sold them what they wanted. Remember, also, that the "T-O" should not only be worked in the store, but can be used just as effectively on demonstrations in the home. No product on trial should ever be pulled unless another salesman has

been given an opportunity of closing the deal.

After all, the big thing to remember is that from the neck down, as arms and legs, you are worth only about \$3 a day. At this price, all the beef and brawn required, and probably stronger arms and legs than yours or mine, can be hired.

It's what you have from the neck up that counts, or in fact what you've got between the ears that really matters. If this is only sawdust, or suet, you don't get much money for it. Brains are what you get paid for, and how you use them determines your income and controls your earnings.

These closing methods have all been "proved in practice." They have made other salesmen successful and will also make you successful, if you will only use them.

Remember, however, that you must do something about it, because, ACTION IS THE ONLY PRAYER THAT'S ALWAYS ANSWERED.

Newark Dealer Leases Larger Premises

NEWARK, N. J.—Monarch Electrical Supply Co., Inc., electrical appliances and equipment wholesaler, has leased premises at 328-32 Washington St. here. Occupancy is to begin at the expiration of the lease of the present tenant early next year.

The building is a modern two and one story showroom and warehouse of approximately 25,000 square feet.



ROTARY SHAFT SEALS

Increased customer good-will and lowered cost of maintenance always follow their use. A trial will prove their superiority.

IMPROVED MODELS • LOWER PRICES • SEE YOUR JOBBER

ROTARY SEAL COMPANY
803 West Madison Street, Chicago, Ill.

CONTINENTAL EUROPEAN OFFICE: Walderstraat 52, Den Haag, Netherlands. CANADIAN OFFICE: 382 Victoria Avenue, Westmount, Montreal.

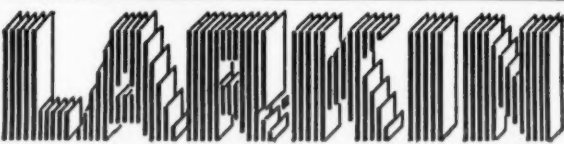
Do You Have a GOOD Beverage Cooler Franchise?



Greater profits are possible with the new 1939 Pelco line. NEW MODELS . . . NEW FEATURES . . . NEW DEALER HELPS. "Floating Ice" and "Actionized Cold."

We Cordially Invite You To Write

PORTABLE ELEVATOR MFG. CO.
Refrigeration Division, Dept. A
BLOOMINGTON, ILLINOIS



HUMI-TEMP UNITS

WILL—Make You More Money—Win You More Customers

Today—See Your Jobber or Write Direct to

LARKIN COILS, INC. General Offices and Factory
519 Fair St., S.E., ATLANTA, GA.

Branch Factory—57-59 11th St., New York City



PURO ELECTRIC WATER COOLERS

Thoroughly reinforced all steel attractively finished cabinets.

Complete line of different Models and Capacities.

Write for details and sales prices.

Puro Filter Corporation of America
440 Lafayette Street, New York City Spring 7-1800

A tight system calls for FITTINGS THAT WILL STAY TIGHT

IMPERIAL S. A. E. flared fittings have been setting a mighty fast pace in the air conditioning and refrigeration field . . . and their rapid acceptance by installation and service men is based on results. Imperial fittings are tight when the job is finished and they stay tight.

Write for catalog covering complete listing of sizes and prices.

IMPERIAL BRASS MFG. CO., 565 S. Racine Ave., Chicago

IMPERIAL Fittings ORDER FROM YOUR JOBBER
VALVES • TOOLS • CHARGING LINES • FLOATS • DEHYDRATORS • STRAINERS



S. A. E. FLARED FITTINGS
Brass forged nuts, tees, elbows and crosses—will not crack. Heavier and stronger than standard—non-porous—no seepage or season cracking. Tees and elbows have flats for wrench.

THE COLD CANVASS

By B. T. Umor

One & Only

Old B. T. U. hasn't been to either of the world's fairs yet (his feet hurt him, these days), but some of the younger bucks report that there's quite a bit "for to see and for to admire."

Westinghouse's Mr. Stevenson, a public relations expert, was in the office the other day to tell us that such traffic-stoppers as the Time Capsule and the 1939 edition of Willie Vocalite were really drawing the crowds.

General Electric's Mr. Patrick keeps bombarding us with pictures of luscious females frying eggs on cakes of ice by means of Beta rays, or something; nor have the other publicity men been idle in whetting our curiosity.

But when Old B. T. U. does get down there, one place is sure to merit his patronage. And that's the Kelvin Home in the "Town of Tomorrow." It's the only air-conditioned house in the "Town." If New York is like it usually is in the summer, the Kelvin Home is the place for us.

Besides, Campbell Wood, Kelvinator utility division chief, promises to be there; and Campbell is one of the Better People.

A Letter To Henry Ford About Model A

Printers' Ink Monthly for May carries an open letter "To Henry Ford" from a man who feels neglected. The writer lives in Vermont on a mail-stage route some 30 miles long, narrow, high-crowned, full of S-curves, through thick woods, and "uphill all the way both ways."

He says that Model A Fords (now 8 to 11 years old) are the only cars which will stand the gaff in that country, and that there is a waiting list for used cars of that vintage.

He claims that there are still 10 miles of unimproved dirt road in this country to every mile of hard-surfaced modern highway, and that 40 million Americans live on dirt roads, or in localities where a great deal of the traveling must be done on dirt roads.

He points out that there are two distinct markets for cars, and argues that if the motor industry must pamper one of them to the utter neglect of the other, it has chosen the wrong one. He says that a car built for the hog-wallows and hairpin turns will still run acceptably on a six-lane express boulevard, whereas a modern, streamlined creation won't stand up on the dirt roads in the forgotten part of America.

The writer sums up his appeal in a paragraph which has a distinct "public relations" slant:

"Mr. Ford, I am one of uncounted, uncountable Americans, actual and potential customers of yours, who feel that in abandoning Model A you abandoned us—the great irony of it being that we are the very people on whose simple practical needs your empire was originally founded. You have killed something useful to us, which had barely scratched the surface of its usefulness. You are letting a false, shallow, undigested definition of 'progress' blind you to the immeasurable gulf between inherent obsolescence and the spurious obsolescence imposed by the model-a-year racket."

Cashing In on Sports

Electrical dealers in many sections of the country are cashing in on the tremendous increase in the popularity of night-time athletic contests by providing floodlights to allow softball, tennis, and golf driving enthusiasts to cavort long after the sun has gone to rest.

Besides the swell market for floodlights, some dealers tell us that nocturnal sports contests make players just as thirsty, and so they are supplying many beverage and water coolers to industrial and office athletic plants for use on the lighted fields. Might be a tip for other dealers to go out and lubricate the tongues of after-dark athletes by writing up a nice commercial order.

Testimonial

Barbara Stanwick becomes the first movie queen to testimonialize the boons of air conditioning, in a recent advertisement for the Union Pacific railroad. Quote:

"I imagine every woman who travels must appreciate the cleanliness and comfort of air conditioning. It's so kind to complexions, frocks, and dispositions."

That last line of hers presents three marvelous sales arguments for presentation to women prospects.

The advertisement follows up the testimonial with these lines:

"In 1869 trains were heated by coal stoves and cooled by opening windows. Today modern heating and air conditioning assures uniform comfort the year around!"

'Be Seated'

Mr. and Mrs. J. H. Walker, Mr. and Mrs. R. H. Tuttle, and Mr. and Mrs. S. S. Sanford all represented the Detroit Edison Co. at the summer meeting of the A.S.H.V.E. at the Grand hotel, Mackinac Island.

Mrs. Sanford, who before her marriage was Marcelline Hemingway, has published a play about sit-down strikes called "Be Seated." Released by Samuel French of New York the play is available to professional and amateur theatrical organizations.

This is not the first time the Hemingway family has broken into print—brother Leicester Hemingway is on the editorial staff of Crowell Publishing Co.'s Country Home magazine, and brother Ernest Hemingway, the he-man-spade-is-a-spade novelist, has been covering the Spanish war for a large newspaper syndicate.

Writing is an avocation for Mrs. Sanford, who devotes most of her time to running a home for husband Sterling S., daughter Carol, and sons James and John.

Salsburg Secretary of Cleveland Association

(Concluded from Page 1, Column 2) most of his work being in this field during his 11 year's association with the Merchants Board and the affiliated credit bureau.

Before this, he was a specialized public relations counsel and worked as a trade and daily newspaper reporter for about five years.

With the change in its executive management, the Cleveland Appliance Association is also starting a new program of stabilization for the set-up of the organization has been strengthened considerably, and it now has the pledged support of close to 75 retailers, including all of the important department, furniture, and appliance stores, as well as many smaller dealerships.

Cooperation of both distributors and local manufacturers of appliances and radios will be sought in the stabilization move, and the association will operate under Ohio Fair Trade Act rights.

Better facilities are available for shopping, price maintenance, and other activities than ever before, it is believed, and the association plans to assist distributors and manufacturers in enforcing their franchise provisions, and in clearing the local field of unfair competition and other bad sales practices.

Utility Can't Capitalize Range Wiring Cost

(Concluded from Page 1, Column 1) and that it is necessary to promote the sale of the electric ranges to install them free of charge to the customer. Cost of the installation averages from \$50 to \$74, it was claimed.

The policy of the company to supply this service is claimed by the company to have enabled it to sell a considerable number of ranges, the increased consumption of electricity making possible rate reductions in addition to giving employment in the electrical trades.

The policy, if adopted, apparently would have added several millions to the capitalizations of the utilities of the state, which the consumers would have had to pay for indirectly, the commission held.

Suit Instituted Against L. U. Larkin on Patent

CHICAGO—The Cleveland Trust Co. has filed suit in the District Court of the United States at Chicago against Lester U. Larkin of Chicago claiming infringement of the Larkin Patent No. 1,776,235 which covers cross-fin refrigeration coils.

The Cleveland Trust Co. is trustee for the Lawa patent estate which owns the Larkin cross-fin coil patent No. 1,776,235 along with several other refrigeration coil patents under which a number of manufacturers of refrigeration coils are licensed.

The Larkin cross-fin coil was first introduced by the Larkin-Warren Refrigerating Corp. (now Larkin Coils, Inc.). Mr. Larkin is no longer connected with this company, but is engaged in an enterprise of his own in Chicago.

The Cleveland Trust Co. contends that cross-fin coils not manufactured under a license of the Patent No. 1,776,235 are an infringement, and are seeking an injunction against further alleged infringement and ask for an accounting through the U. S. District Court.

Takes Farnsworth Line

GRAND RAPIDS, Mich.—The Grand Rapids branch of Radio Distributing Co., which distributes Norge appliances throughout the western Michigan territory, has taken on the Farnsworth line of radios to replace the RCA line which it formerly handled. John W. Miltgen is branch manager.

'Buyer's Reports' Head Must Face FTC Quiz

NEW YORK CITY—Albert Lane, publisher of the Consumers' Bureau of Standards, must testify in the action brought against him by Federal Trade Commission, charging "misleading representations in the sale of published reports," Federal Judge Goddard ruled last week.

The case had been brought before Judge Goddard on a motion by Irwin Panken, counsel for Mr. Lane, to vacate a previous order by Judge Conger directing the publisher to testify before the FTC. Trial has been set before Examiner E. E. Reardon at 10 a.m. July 24 in Room 2302 of the Federal Court House.

Mr. Panken argued that the FTC was overstepping its limits in inquiring into his client's business, which he said was a non-profit, common law corporation, and therefore outside the FTC's jurisdiction. An examination of Mr. Lane, he contended, would be no less than an indirect examination of the corporation.

F. G. Cohn, FTC attorney, pointed out that the suit was not against Consumers' Bureau of Standards, as such, but against Mr. Lane individually, and trading as the association. Summing up the complaint against the publisher, he accused him of issuing misleading reports to the effect that he could advise the public as to the products to buy.

He also charged that Mr. Lane had told manufacturers that he could be helpful to them by the character of his reports if they would subscribe to his magazine, and that,

Engineer at 'Par'



H. R. McPHAIL
Newly appointed chief engineer of Modern Equipment Corp., manufacturer of "Par" condensing units.

if they would not, "they would be sorry."

Mr. Lane told the court that the action had been brought against him by persons who wished to harm his business.

Arlington Dealership Grows

ARLINGTON, Va.—Arlington Electric Co. has opened a new store at 2700 Columbia Rd., handling a full line of refrigerators, ranges, water heaters, and small appliances.

"We now Use **A-P** Valves Exclusively!"



When Refrigeration Service Engineers and Jobbers tell us they "Now Use A-P Valves Exclusively," there's a story behind that "Choice" that bears repeating. They've "switched" to A-P as a remedy for expensive valve failures, or equipment inefficiencies, or to cut their service costs, or to assure more satisfied customers, or to eliminate frequent replacement.

You'll find many such reasons for the popularity of A-P Valves. And they all come back to that well-known reputation for Dependable, Service-Free Performance — on every size and type of installation.

• Refrigeration Parts Jobbers, Who Recognize Quality, Stock **A-P** Valves

AUTOMATIC PRODUCTS COMPANY
2450 NORTH THIRTY-SECOND STREET
MILWAUKEE, WISCONSIN
Export Department, 100 Varick Street, New York City

DEPENDABLE

THE BYWORD FOR A-P VALVES